

PRINTERS' INK

12 West 31st Street, New York City

A JOURNAL FOR ADVERTISERS

VOL. LXXXVII

NEW YORK, APRIL 16, 1914

No. 3



Introducing Mrs. Tucker, of Texas

The launching of Mrs. Tucker's Shortening campaign on behalf of our client, The Interstate Cotton Oil Refining Co., of Sherman, Texas, gives an unusual insight into the scope of the service that we are often called upon to render, and do render, our patrons.

Here was a great concern, with ample capital and captained by a group of aggressive men, successful in the refining of cottonseed oil.

When these men turned to advertising headquarters to seek our counsel in the marketing of a compound,

we had to start right at the very beginning.

We named the product, harnessed it to an illustration that has captivated the consumer wherever it has appeared, designed the label and, before a line of advertising appeared, our co-operation had secured a widespread distribution for Mrs. Tucker's Shortening.

It was mutually beneficial that this great Southern concern should meet this house at the very inception of its advertising career—the safe piloting of a new ship calls for a mariner of ripe experience.

N. W. AYER & SON

Philadelphia

New York

Boston

Chicago

A
WORD
PICTURE
from
the
New York
Evening
Mail
February
25th
1914

**ONE DAY'S FARES
IN THE SUBWAY**

Tickets sold Monday,
February 16, 1914.... 1,273,780
December 22, 1913..... 1,267,173
December 23, 1913..... 1,225,430

*If Monday's passengers formed
in single file in lock step they
would make a line 282 miles long,
reaching from this city through
Boston and on to Manchester,
N. H., and 22 miles beyond.*

Imagine a closely formed line of *earning, buying* people 282 miles long.

Imagine this line filing *daily* past your well-lighted, brilliantly colored, 11x21 car card.

Imagine what strong copy and clever design in such a position would do for your business.

And then, stop imagining, and *realize* this picture at a rate *lower*, and a circulation *higher*, than can be obtained elsewhere for service of like nature—Apply to Ward & Gow.

Remember that the above picture embraces *only* the Subway. Add to it the Elevated, and *all* the car systems in Brooklyn, and two minor lines in Queens, and you have an advertising system which includes over *two-thirds* of the total passenger traffic of Greater New York, with an average *daily* circulation of 3,393,625 riders.

We have exclusive control of the Card and Poster Space on the Subway and Elevated Lines of New York, and are Sole Agents for all Car Advertising in Brooklyn.

WARD & GOW

50 Union Square

New York

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1892

VOL. LXXXVII

NEW YORK, APRIL 16, 1914

No. 3

How Advertising Saved the Game of Billiards

An Authorized Interview by George L. Louis with

P. L. Deutsch

Of the Brunswick-Balke-Collender Co., Chicago

THE real depth, the powerful force, the varied action of advertising cannot be appreciated until one comes into intimate contact with a campaign such as the Brunswick-Balke-Collender Company, of Chicago, is conducting. These people are manufacturers of billiard tables, bowling alleys and the like.

The advertising of this concern is of unusual interest for several reasons. The quick, widespread building action of advertising is here well illustrated; its wonderful selling force is convincingly demonstrated; and its deeper, social angle is revealed. The triple-acted possibilities of advertising are very evident in the Brunswick-Balke-Collender Company's campaign.

And, as the writer talked to the men at the head of this big business, it confirmed his belief that a man is too close to his own business to get the best selling perspective.

"NOTHING TO ADVERTISE"

"Why don't you advertise," Mr. Besinger, the president of the Brunswick-Balke-Collender Company, was asked by a member of a large advertising agency, some three years ago. "Because we have absolutely nothing to advertise," came the reply, decisively. "If you can show me how we can create more billiard players to patronize the better class of billiard halls and buffets to whom we sell, you will have a new advertising account. And if advertising will be a factor in eliminating the pool rooms, saloons and

billiard halls of the type that have brought billiards into disrepute; if you can turn it back into a gentleman's game as it used to be, I'll advertise."

The result of the ensuing discussion between the two was an agreement to allow the agency to have access to the business for a few days in an endeavor to locate some feature of it that could be advertised profitably.

In the subsequent investigation, through one of the stockrooms, a miniature billiard table was discovered. It was a perfect, reduced reproduction of the regulation table. Upon inquiry it was learned that this table had been made and been on sale for the past twenty years, but that hardly two score had been disposed of in any one year.

"We used to think that there might be some demand for such a miniature billiard table," it was explained, "but it's been rather forcibly and sadly demonstrated that our assumption was wrong. Very few people seem to want them."

The agency, after a careful research, advised the miniature billiard table be advertised and sold direct to the user in his home. The serious objection entered against this plan was that this would keep players away from the better class of billiard halls, instead of adding patronage; that the owners, therefore, would strongly resent such advertising and that it would thus act to the detriment of business generally. Besides, there was much skepticism about the possibility of sell-

ing an article priced from \$75 to \$400 by a mail-order method. At this juncture, five men were sent out to various localities in different States to interview the proprietors of the better grade of billiard halls and get their opinions of the effect of an advertising campaign of the miniature table. About one thousand letters were addressed to other billiard-hall owners on this subject. The reports from the five men and the answers from the letters were sur-

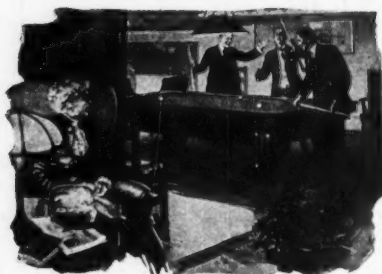
The table was to be sold direct to the home.

It is just three years ago that this campaign began in a list of ten or twelve publications. The forthcoming campaign will involve seventy-four magazines, standard monthlies, weeklies, boys' magazines and women's publications. This tells, briefly, that the advertising has proven successful. But it gives no hint of how much is being done. The Brunswick-Balke-Collender Company is ac-

complishing far more than selling miniature billiard tables and gaining the profit that the sales are netting. The number of replies that almost every advertisement induces has been startling. From boys and girls, young men and women, mothers and fathers, the inquiries have poured in. At the start of this advertising, the cost of inquiries averaged one dollar each; now they cost 50 cents each. About five per cent of the inquiries are converted into sales. Considering that \$200 is the average price paid for the miniature billiard table, the sales total to a rather good figure. But, paradoxically, the accomplishment of the apparent object of the advertising, to sell miniature billiard tables to the homes, has become the incidental feature of the campaign. It has attained three

other purposes which the Brunswick-Balke-Collender Company consider far more important.

"I am inclined to smile at my former narrow, purely commercial interpretation of advertising," P. L. Deutsch, the manager, said in discussing the Brunswick-Balke-Collender Company's advertising with the writer. "After what it has done for us in three years"



Playtime in Boyville

There are lively times in Boyville—with the "Baby Grand" Billiard Table as the center of attraction. The spirit of youth bubbles over in riotous, innocent fun. Billiard playing fosters good fellowship, stimulates friendly rivalry, opens the many avenues to sport. In households of homes throughout the world the boys are busy every evening playing on the "Baby Grand." When the boys of today are old and gray they will still be devoted to billiards. Let your boy enjoy playing the grand old game of

Billiards on the "Baby Grand"

A Genuine BRUNSWICK for Home Use

The "Baby Grand" is the World's Finest Home Billiard or Pocket-Billiard Table. Made of solid Mahogany, attractively inlaid, fitted with State Bed and the celebrated Brunswick Quick-Action Options. Combined Cue Rack and Accessory Drawer holds entire playing equipment. Accurate engine-actuated playing position. Purchased as a Carom, Pocket-Billiard or Combination Carom and Pocket-Billiard Table. Black, Self-Maintaining. One "Convertible" Billiard Table (used also as library table, dining table or desk) can be used in any room.

Over a Year to Pay
Complete Playing Outfit Free

A Fine Christmas Gift
For That Boy of Yours

The "Baby Grand" will delight any boy or man—no finer gift could be desired. There is still time to order for Christmas delivery.

Choose any size or style of Brunswick Billiard Table—also a cue to go. Complete Playing Outfit given with table. In "Baby Grand" size, \$200. In "Baby Grand" size, \$200.

The Brunswick Book Send the coupon for a complete illustrated book of the many uses of the "Baby Grand" Billiard Table. Also a complete illustrated book of the many uses of the "Baby Grand" Billiard Table. Also a complete illustrated book of the many uses of the "Baby Grand" Billiard Table.

The Brunswick-Balke-Collender Company
Dept. 606, 423-425 S. Wabash Ave., Chicago

The Brunswick-Balke-Collender Co.
Dept. 606, 423-425 S. Wabash Ave., Chicago
Please send me the free color-illustrated book, "Billiards—The Home Magnet"
Name _____
Address _____

THE HOME INTEREST IS STRONG IN THE COPY FOR
MAGAZINES

prisingly in favor of the proposed campaign. Less than eight per cent objected to it.

DIRECTORS AGREE TO ADVERTISE IN
A SMALL WAY

Rather reluctantly and very skeptically, the directors were induced to try out a small advertising campaign on the "Baby Grand" billiard table, as it was renamed.

He Cabled Every Word

Last week when things began to warm up in Ulster we cabled Chesterton for a special article on the situation.

Time was short, so he cabled the entire story, sizzling and fresh from the scene of action.

It will be read, copied and quoted from one end of the country to the other.

It is just this sort of thing that gives Everybody's its strong pull with its readers. And its value to advertisers.

*Everybody's
Magazine*

**600,000 Average Monthly Net Circulation Guaranteed
\$600 a Page**

The Ridgway Company, New York

time, I can only wonder at its remarkable force. And I've got a respect for the modern advertising agency that I never had before. I believe every large business should have an agency affiliation whether there is any advertising or not. The outside, unprejudiced view-point of an advertising agency is necessary, to my way of thinking, to the life and vigor of a business undertaking. When the suggestion was first made that we advertise it was treated rather contemptuously. In fact, even after we had been persuaded to advertise we had little hope for its success.

INCREASE IN BILLIARD PLAYERS

"Now, let me try to tell you what it has done for us. First, advertising is selling our 'Baby Grand' miniature billiard tables direct to the users in their homes. They are paying from \$75 to \$400 for these tables. Secondly, this advertising is actually increasing the number of billiard players who are patronizing the better billiard halls. Our main objection to advertising the 'Baby Grand' was the fear of antagonizing and hurting the business of the billiard-hall owners. But it has helped them. The small billiard table in the home has been the means of making many new players. It has made old players who did not indulge very much in this game more proficient, and reawakened their interest in the game, with the result, as almost daily letters from billiard-hall men show, that these two classes—the beginner and the old player—go to the better billiard halls where they come into contact with other skilful players. They seek a variation in competition. Our advertising is thus bringing new customers to the billiard halls.

"And then, our advertising has slowly and is steadily changing the pastime of billiards into the gentleman's game from which it had so steadily declined. The Brunswick-Balke-Collender Company has always refused to do business with the cheaper, lower element of billiard halls with back-room gambling and the dis-

reputable saloons. We have always recognized that these places would react against our business. And, personally, from a purely social standpoint, I wanted to see this calibre of billiard hall driven out.

"On my desk at this time I have five letters asking prices and other information about our billiard tables from sources that I find doubtful in character. If the men whom I have asked to investigate whether these five inquiries are from first-class halls, report to the contrary, I will destroy the letters. They cannot buy of the Brunswick-Balke-Collender Company. That's how much in earnest we are in keeping the game of billiards a clean, manly sport.

ADVERTISING HAS RE-STANDARDIZED THE GAME

"Frankly, it was this that induced us to give advertising any consideration whatever. Publicity was the only possibility in awakening the public to this game as a home amusement and as a keen sport to be enjoyed at the high-grade halls. You would be surprised to find out, as we have from the inside, how our advertising has re-standardized this game. Due to our advertising, I hear that one Southern State is contemplating allowing the playing of billiards by local option, just as it regulates saloons. That's exactly what we want to see. So, as the third effect of our advertising, we can claim an important part in elevating it to its former high status.

"Lastly, we are, by means of our advertising, becoming a social factor of the home. We are really keeping boys at home. We are changing parents and children into companions who can play together. Our 'Baby Grand' miniature billiard tables are bringing them together as nothing else has ever done or could do.

"Now, I'm not talking wild generalities or idle theories. In our files we have hundreds of letters from mothers and from fathers, telling us how the billiard table has revolutionized and bettered home conditions. Here's a letter



We have a very definite plan as to the best method of selecting an advertising agent.

We will write or say it to anyone who wants to know it; and not a word about ourselves unless we are asked.

John O Powers Company

Advertising Agents

11 West 25th Street New York

John O Powers

Josiah J Hazen

Ralph Morgan

that has just been received from a woman in the State of Washington, who has purchased a miniature table. She writes: 'The best thing I can say about your table is that our boy now lives at home.' Just as 'boys will be boys,' so 'boys will be gangs.' We're preaching:

'Keep the gangs together in the home; then there will be no boy problems.' And in our offer, 'A Year to Pay. Let the Boy Buy this Table,' we are inducing boys, who, their parents write us, never saved a penny before, to save money for a table. This begins the saving habit, which I believe will be responsible for the success of many a youngster. What advertising has done for the Brunswick-Balke-Collender Company cannot be tabulated in monetary form. The profits that the advertising of our 'Baby Grand' is bringing us are turned right back into more advertising.

PEOPLE WHO WRITE FOR INFORMATION

"The greatest care and thought is employed in handling inquiries. No matter whether the writers apparently have no intention of buying, they are given consideration and attention. Hundreds of scrawly, misspelled letters from boys are received. These are answered as methodically and carefully as are the inquiries from the grown-up, possible buyers.

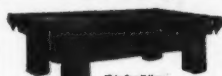
"This is so largely an educative campaign, its object is so strongly that of raising up the standard of

billiards as a gentleman's game, that no means to this end is ignored," Mr. Deutsch said in commenting on the follow-up system. "Our advertising is bringing us into contact with thousands of men, women and children. Of course, we would like to sell as

many 'Baby Grand' miniatures as possible. But because we only sell a little over five per cent, we're not going to lose the opportunity of talking to and influencing, as far as we can, the remaining ninety-five per cent. We consider the 50-cent cost of replies a good investment, though no sales result. We are willing to spend 50 cents to be able to talk to the men, women and children who evince any interest whatsoever in the game of billiards. We have every reason to believe that our letters and booklets to the inquirers who do not buy are important factors in increasing the patronage of the better grade of billiard halls. And we firmly believe that our literature in the hands of the growing boys and young fellows is going to revolutionize the

game with the coming generation. I predict that billiards will become as popular for indoor amusement as baseball is in the out-door sports.

"Our follow-up system went through a decided change before we developed it into the effective aid it is now," Mr. Deutsch continued. "At first the results from our letters and literature were



"Baby Grand" Player
Table-Balke-Collender

Parents—Don't Sit On the Safety Valve

Jacob A. Ros, the New York settlement worker says: "Every American boy is a little steam boiler with the steam always up. Set on the safety valve and hang over the boiler."

Parents who provide (or help him secure) a real billiard table, will go far toward solving their particular "Boy Problem."

He will find keen enjoyment and an outlet for boyish enthusiasm right in his own home.

Live, Manly Boys Delight to Play on the Beautiful

"BABY GRAND"

Billiard or Pocket-Billiard Table

The "Baby Grand" is a genuine BRUNSWICK, made with the same care and skill as our Regulation tables, and exclusively by the world's cue experts. Made of Mahogany, tiled.

Fitted with Slate Bed, Monarch Cushions and Drawers which holds Playing Outfit.

Runs just 35¢ a day. And Our Brunswick "Convertible" styles serve also as Dining or Library Tables and Diverters.

Let the Boy Buy the Table

Your boy can easily pay for the table, it's a good way to teach him to save. We offer very easy terms, as low as 20 cents a day.

Playing Outfit Free

The price of each table includes complete high-grade Player Outfit—Cue, Balls, Bridge, Rack, Cloth, Mallets, Break, Cover, Stool, Rest on "Wings to Play," cue, etc.

Send the Coupon

or a postal card for richly illustrated book, "Billiards—The Home Magnet," containing pictures, descriptions, Factory Prices and details of Easy-Payment Plan. This book will help solve the gift problem.

THE BRUNSWICK-BALKE-COLLENDER CO.
Dept. 88—429-833 E. Wabash Ave., Chicago

The Brunswick-Balke-Collender Company

Dept. 88—429-833 E. Wabash Avenue, Chicago

Please send me the free color-illustrated book,

"Billiards—The Home Magnet"

Name _____

Address _____

City _____

State _____

THE APPEAL TO PARENTS IN BOYS'
PUBLICATION COPY

Every Tenth Woman in small-towndom subscribes for **NEEDLECRAFT**

This means that over 750,000 women—heads of large families—in towns of 15,000 and less (exclusive of farms) find in Needlecraft a service of *supremely vital interest*, and that *one in five* of the *more prosperous class* of women will see your advertisement in Needlecraft.

As a means of reaching the better class of small town women, Needlecraft positively has no equal.

NEEDLECRAFT PUBLISHING CO.
1 MADISON AVENUE
NEW YORK CITY

WILL C. IZOR, Advertising Mgr., 1 Madison Ave., New York
JOHN GRANT, Western Mgr., 30 No. Dearborn St., Chicago

not at all satisfactory. We did not get the response from it that we had a right to expect. Finally, our agent came to the conclusion that our letters and literature were not of a sufficiently high grade in appearance. We then began to 'tone up' in stock and illustrations. This made a very noticeable difference. Now, we send rather expensive matter, costly letterheads, high-priced booklets, etc., and the 'come-back' is really splendid. From this experience, I've come to the conclusion that people gauge you in your business pretty much as you stamp yourself or your business. That's one reason why I favor half and full pages. Besides the fact that you can talk more fully and intelligently with this bigger space, and that you can illustrate and display your advertisement much more effectively, there's the physical impression that you make. The reader unconsciously thinks of you as a big concern with big, broad policies, fair and square in your dealings."

"My opinion of advertising?" Mr. Deutsch repeated the question. "When I realize what it is accomplishing for the Brunswick-Balke-Collender Company, I can truthfully say: it is the most powerful, positive, permanent, profitable, selling factor we have. It is so far-reaching commercially, educationally and socially, that it can't be accurately defined."

Here we have a business that three years ago had "nothing to advertise." Isn't this a most satisfactory, convincing commentary on advertising?

The list of publications being used in the campaign this spring follows:

Sunset Magazine, National Geographic Magazine, Blue Book, Federated Religious Press, Inc., Green Book, Popular Electricity, Popular Mechanics, Red Book, Illustrated Family Magazine, Youth's Companion, American Boy, Saturday Night, Modern Hospital, La Hacienda, Fra, Country Life in America, Garden Magazine.

All Story, American Exporter, American Magazine, American

Sunday Magazine, Argosy, Associated Sunday Magazine, Boys Life, Cavalier, Century Magazine, Cosmopolitan, Craftsman, Current Opinion, Dun's Review, Everybody's Magazine, Field and Stream, Golf, Good Housekeeping, Harper's Magazine, Hearst's Magazine, House Beautiful, House and Garden, Leslie's Weekly, Life, Literary Digest, McClure's Magazine, Metropolitan Magazine, Munsey's Magazine, Outlook Magazine, Popular Magazine, R. R. Man's Magazine, Review of Reviews, St. Nicholas Magazine, Scribner's Magazine, The Semi-Monthly Magazine Section, Strand Magazine, Suburban Life, Town and Country, Wide World, Ladies' Home Journal.

Lippincott's Magazine, Saturday Evening Post, Boy's Magazine, B. C. Magazine, Vancouver Saturday Sunset, Winnipeg Saturday Post, Western Home Monthly, Canada Monthly, Canadian Courier, Canadian Home Journal, Canadian Magazine, McLean's Magazine, Toronto World, Rod and Gun in Canada, Canadian Pictorial, Montreal Herald, Montreal Standard.

Townsend, Official of New Orleans Agency

C. W. Townsend, formerly of Sears, Roebuck & Co., System Company, Lord & Thomas, Marshall Field & Co., the Chicago Tribune and the New Orleans Item, has recently been elected vice-president of the Chambers Advertising Agency, Inc., of New Orleans, La., and will hereafter have entire charge of its service bureau, directing the preparation of all advertising campaigns.

Hearn General Manager

Alfred S. Hearn has been made general manager of the National Sunday Magazine, and will have charge of the publishing and advertising branch of the business.

Change in Hartford Insurance Account

The Hartford Fire Insurance Company's advertising is to be handled by Calkins & Holden, New York.

S. M. Goldberg has been appointed Eastern manager in New York of the Southern Woman's Magazine, published in Nashville.

The advertising value of a newspaper is measured entirely by the hold of that newspaper upon its readers, rather than by the number of copies it circulates.

Judged by this supreme test, the Public Ledger is a larger factor in the daily life of more homes of great purchasing power in Philadelphia than any other newspaper published in that city or anywhere else.

Character and influence are things that cannot be measured numerically, but they are greater factors in making the success of a newspaper, either as a newspaper or as an advertising medium, than all other qualifications put together.

It will be conceded by everybody in Philadelphia that the Public Ledger has influence and character, and that its strength lies in these things.

PUBLIC  LEDGER

Speakers Take Strong Stand at Indianapolis Convention

Dobbs, Waldo, Stevenson and Parlin on Critical Advertising Needs

Reported for PRINTERS' INK

By Carl Hunt

WITHOUT controversy of any kind the Central Division of the A. A. C. of A. at its Indianapolis convention April 9-11, acceded to the plan to divorce the division of the central clubs from the national body. The Central Division will be continued under the name of the Associated Advertising Clubs of the Central West, but will, of course, hereafter have no official connection with the national organization, though the individual clubs will continue to be associated with the national body.

The following officers of the Associated Advertising Clubs of the Central West were elected: President, C. R. Stevenson, of Mishawaka, Ind.; first vice-president, C. L. Benjamin, of Milwaukee; second vice-president, Frank A. Kepp, of Toledo; secretary, David H. Gibson, of Cleveland; executive committee, Andrew N. Fox, of Chicago; W. F. Chambers, of Cincinnati; Howard T. Griffith, of Indianapolis; Richard Howse, of Chicago, and E. D. Sabin, of Dayton.

Those who spoke at considerable length were S. C. Dobbs, of the Coca-Cola Company; Richard Waldo, of *Good Housekeeping Magazine*; Carl H. Fast, of Cleveland; William Woodhead, president of the A. A. C. of A.; Jesse H. Neal, of the *Dry Goods Reporter*, Cleveland; Charles R. Stevenson, of the National Veneer Products Company, of Mishawaka, and Charles C. Parlin, at the head of the department of commercial research of the Curtis Publishing Company, Philadelphia.

Mr. Dobbs outlined his ideas on the subject of "Creating Public Confidence in Advertising" at the session Thursday evening. He said it went without saying that,

first of all, the product had to be right, and that those who made and sold it must believe in it through and through—so thoroughly that they could not help convincing others that they, too, should believe in the thing to be sold. As to methods and effects, he illustrated his ideas with some similes.

He said that should an aeroplane pass over a city unexpectedly, the people would all look in amazement and wonder, but would forget it before night and continue to ship their products by the slow, rumbling freight train because the freights ran day after day and day after day.

Mr. Dobbs likened good advertising to a snowstorm he had seen in Philadelphia recently, while he and a friend were talking about advertising. The flakes came down, slowly and softly, no particular flake doing any particular "stunt"—and yet after a little while, the ground was covered with snow.

POWER OF SIMPLE AFFIRMATION

He believed simple affirmation was of inestimable value and referred half jokingly to a prank of the audience, during the delay preceding the opening of the meeting, in bouncing a number of large inflated rubber balls—advertising a Cincinnati department store—about the room, as illustrative of his point that all people are more or less like children. "Study your children and apply what you learn to the manner in which you appeal to the public," he said, "for after all, we are all children grown up. You say to your child 'Don't do that' and the child stops it. But you cannot argue the case with the child. If you do, you will lose your point and the child will not obey as it

should. With the public, plain affirmation, often repeated, is of indescribable force and value."

He believed that one large element in obtaining and holding public confidence was to take the public into your confidence, and that much care should be used to make certain that the story was not only true, but that it was told with the ring of truth—told in a convincing way.

When he first took charge of the advertising of the Coca-Cola Company, he said, he tried to write a piece of copy. It was flowery and, as he thought, fine indeed. He took it to his chief. As the chief penciled it, Dobbs protested. "It's all true, isn't it? You believe it's all true don't you?" Dobbs asked. "Yes," said his chief. "I believe it's all true—but do you suppose anybody else would?" Dobbs said he had lost sight of the 90,000,000 of other people who had to be convinced. He advised the advertising men present to forget themselves—not to consider themselves, their likes and dislikes, but to try to prepare matter which would convince the other fellow.

"Tell the people the truth in a way they will know it is the truth," he said.

WHAT BECOMES OF THE SENSATIONAL ADVERTISERS?

In relation to clever copy and copy which makes one great "hit" Mr. Dobbs said that he had never been able to get away from the habit of wondering what becomes of the companies that have done this or that wonderful thing with a single advertisement. He described one spread, several years ago, which virtually made a fortune over night. He said that, after listening to a talk by the publicity man who prepared it as to what a wonderful thing it was, he looked the company up and found that it had been out of business for a number of years. This fact should not be debited to the advertisement, but he said he did believe that the constant hammering sort of copy, which did not necessarily create any sensation or near-sensation at any

time, was the copy that would win and hold public patronage and confidence.

"Successful Substitution and How to Make Profits from Nationally Advertised Goods" was the subject of Mr. Waldo's talk.

It was built around the thought that the time was at hand when the retail merchant, finding that certain nationally advertised products did not afford a living profit, would be able to find a substitute in a widely advertised article which would be sold as readily as the poor profit maker because of this advertising and which the merchant would push because of the better profit.

SAYS SOME ADVERTISERS MUST ALLOW LARGER PROFITS

Mr. Waldo could see the day when the manufacturer who did not allow the merchant a fair profit would have to change his attitude, for he was sure the merchant would not long continue to push an article which he was forced to carry because it was advertised when another article, also advertised and of established character, is brought out to compete with the money-losing article. He did not believe that some of the older successes, which have been built in spite of the fact that the retailer does not have a sufficient profit, could long endure against such competition and he predicted that within a few years the newer frauds properly advertised would make such a difference in the business of the present brands of this small-profit class that the advertising of the present manufacturers could not be continued.

He named Uneeda biscuits, Cream of Wheat and Quaker Oats among the commodities which he did not believe offered a sufficient profit to the merchant and he did not believe the merchant was much consoled with the thought that, in the case of Uneeda biscuits, he could make money on the specialty goods of the same house. He thought the merchant felt that when he pushed these specialties he earned the

(Continued on page 70)



Westfield the Pure Food Town

IT was during his Easter vacation that a young college student discovered the coal tar dyes that make gay our Easter eggs and gay our wives' Easter bonnets.

If he had opened Pandora's box itself he could scarcely have unloosed more troubles than those engendered in his mischievous invention.

Not that there is any particular harm in coal tar dyes per se. They have their legitimate place, but *not* in the food we eat.

The Ladies' World contends, and rightly, that there is only one legitimate color for a fruit or vegetable—the color that Nature endowed it with.

Its quarrel with adulterants ignores (as irrelevant) the question of relative "harm." It establishes its case on the simple ethical consideration, "Is it honest?"

The Ladies' World has only one Standard. Food products are good and pure and are honestly labeled—or they are not. The Standard adopted by the Westfield Board of Health is clear and unmistakable. Food products that qualify under this Standard are listed in The Westfield Book of Pure Foods. There is but one basis for every manufacturer whose food products are listed in this book, and all the advertisers in The Ladies' World receive the unqualified endorsement of Professor Lewis B. Allyn and The Westfield Board of Health.

It is a significant fact that all three of The McClure Publications—The Ladies' World, McClure's Magazine and Harper's Weekly—accept no food advertising which does not measure up to The Westfield Standard.

These three publications take a many-sided interest in honest food products. Their freshness, purity, quality, flavor and color are matters of vital moment.

The Ladies' World McClure's Magazine
Harper's Weekly

McCLURE PUBLICATIONS, INC.

McClure Building, New York

Necessity or Choice in Spending

It isn't so much the size of a man's purse that makes him a good advertiser possibility as it is the proportion he is free to spend.

Living in the suburbs of Chicago or New York, a family will spend \$10 to \$20 a month for transportation. No advertiser can get that part of their income, though he buy a page in all the daily papers every day.

The man of moderate salary in the cities must pay \$35 to \$50 a month for a home. That part of his income, also, is a sealed book to the advertiser.

City people would be much better material for the national advertiser were it not for the fact that such a large part of their income is mortgaged before they receive it.

The farmer controls the expenditure of a much larger percentage of his yearly revenue. This is one of the reasons he has been a much better buyer, per capita, of automobiles, and why he had the cash to pay for them.

Associated Farm Papers

507,000 Farm Families

Who have universal suffrage as to where and how their money shall be spent

	Established
NATIONAL STOCKMAN AND FARMER, Pittsburgh, Pennsylvania, Supreme in Ohio and Pennsylvania.	1877
FARMERS' REVIEW, Chicago, Illinois, Supreme in Illinois.	1877
FARMER'S GUIDE, Huntington, Indiana, Supreme in Indiana.	1880
NEBRASKA FARMER, Lincoln, Nebraska, Supreme in Nebraska.	1880
FARM AND RANCH, Dallas, Texas, Supreme in Texas and South.	1883
FIELD AND FARM, Denver, Colorado, Supreme in Colorado.	1872
CALIFORNIA CULTIVATOR, Los Angeles, California, Supreme in California.	1889
RURAL CALIFORNIAN, Los Angeles, California, Supreme for Fruit-Growers and Ranchmen.	1877
THE RANCH, Kent, Washington, Supreme in the Pacific Northwest.	1895



Associated Farm Papers

Chicago
Steger Building
D. C. Kreidler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

The Making of Slogans

Qualities That Make Them of Value—How Do Good Ones Originate?—Suggestions to the Man Who Goes On a Slogan Hunt—Slogan As a Link in Copy Series.

By Nathaniel C. Fowler, Jr.

Author of the Slogan, "The Prudential Has the Strength of Gibraltar."

TO be effective, and to have profitable quality, a slogan must be continuous, and it must have an intrinsic capacity to connect constantly the consumer and the buyer.

Unless it is appropriate, epigrammatic, short, and of striking quality, it will not separate itself from the body of the advertisement and will be but a regular part of the announcement.

If, on the other hand, it maintains its pointedness, it will gradually become a part of the warp and woof of the advertisement, will be recognized, and will materially assist in cementing attention.

What makes a good slogan?

It is easier to recognize a successful one than it is to originate it. The successful slogan is nothing more or less than an epigrammatic and strong line, which may be made to be the exclusive property of the advertiser using it, and which, as a rule, is appropriate to the goods advertised or to the reputation of the advertiser. It may, and may not, be descriptive. It may, or may not, contain the name or names of the advertised articles, or include the firm name. It cannot contain more than a very few words,—never more than a dozen; better half that number. It must produce the impression of self-evident fact and be of axiomatic quality, or else it must contain an apparent, if not real, argument.

The words of a slogan are not like the cast of a play, for, in the play, there may be innumerable second, third, and other subordinate characters, who are but the mere setting for the leading actor. In the slogan, every word must have a weight its exclusive own,

barring out, of course, the conjunctions and other connecting words; but the verbs and adjectives must not play second part to the nouns. It may, or may not, contain a technical phrase; better not. It may be merely descriptive of the goods advertised, or it may be a brief argument, appealing to the reader or buyer; but it must be brief, easily absorbed, striking, and even epigrammatic. It should not end with a preposition or with a meaningless or insignificant word.

Perhaps I may liken it to the effective climax of a speech. At any rate, it contains the same element or elements. To use the language of the street, the slogan is a combination of a few words, which "get there" and "stay there."

HOW SLOGANS ORIGINATE

The editor of **PRINTERS' INK** has asked me to locate the basis upon which advertisers have built their slogans. While a basis exists, and while the architecture of slogan-making may not be independent of psychological and other rules, my experience indicates that, if there is a definite basis, it never has been discovered or located.

Slogans, like many of our most brilliant thoughts, seem to come when one awakes from conventional lethargy and allows the sunlight of originality to stimulate him. It may be said that slogans come by accident and are unexpected guests in the house of progress; yet I should not render to accident the credit which it has no right to receive, for I believe that most good things, which arrive on the train of accident, were intentionally consigned by somebody at some time and somewhere *en route*.

Luck may play its part, and probably does, but the slogan originator or writer simply takes advantage of luck and allows it to assist his experience. Luck and accident are not likely to produce a slogan, but the searcher after one may corral luck and accident and use these unreliable agents to his advantage.

The slogan-creator is not likely

to know how he obtained the slogan until after it became his property. Then he will trace the thoughts and incidents which allowed him to produce the desired results.

I cannot, nor can anybody else, present a set of rules, or frame any directions, for the inventing of slogans, other than to say that the slogan is likely to come to the one looking for it, even though it may appear to be a lucky strike. The would-be slogan-finder fills himself to his mental brim with a knowledge of his goods, and, further, with an analysis, representing the public-seeing side of his business. He mixes them, and stirs them, in the crucible of his mind. After a while this business melting-pot may throw out a suggestion, which can be moulded and hardened into an effective slogan. He simply goes slogan-hunting, armed with slogan ammunition, and with a gun which is more likely to hit the slogan target than to miss it. If he travels in Slogan Land, he may sooner or later bag his game; but, if he depends upon any process, or method, or system, he will fire to miss.

What is the value of a slogan? Inestimable, if the right one is procured and if the public accepts it. But comparatively few slogans or advertising trade-marks or catch lines have presented indisputable evidence of their value until after they have been some time before the public. The reader and consumer,—the public itself, not the advertiser,—determines what is and what is not a good slogan. It is, therefore, not only necessary to produce a slogan acceptable to the advertiser, but to find one which will be equally acceptable to the reader. The value of the slogan, then, is something like that of the English patent—worth nothing unless sustained by the court.

SURVEY OF SUCCESSFUL SLOGANS

There are comparatively few really effective slogans on the market, and the value of most of these was not manifest until they had been used some time.

Take the words, "The Prudential has the strength of Gibraltar." Its full value was not recognized, either, by its inventor, or the advertising agent, or the company itself, until the public expressed its approval. Then it became an indispensable part of the advertising.

"Long-wear Silverware" appeared originally in a small advertisement in *The Ladies' Home Journal*, and its value was not recognized until similar expressions became prevalent.

"You press the button; we do the rest" may have owed its existence to accident, but, back of that accident, was a familiarity with conditions. The world accepted these words because they were direct, forceful, epigrammatic, and easy to remember.

The expression, "Standard of the World," was first used by a bicycle house, later by an insurance company and other concerns; but I think it was worth very little to others than its originator, because of its appropriateness to his particular machine.

"It floats" had much to do with spreading the sale of a meritorious soap. It had all the advantages of brevity, was self-explanatory, clearly descriptive, and, when first used, was supposed to represent the only floating article of its kind.

You will recall the line, "He won't be happy till he gets it," which accompanied several million dollars' worth of advertising. At the time everybody was familiar with it, and, while it was not commercially argumentative, it had a certain subtle quality which, in connection with the picture of a child accompanying it, carried soap satisfaction.

"Good morning! Have you used Pears' Soap?" was one of the best slogans ever invented, its value being largely confined to its suggestiveness.

"The Gold Dust Twins" may be considered one of the most effective of pictorial slogans, if I may put it that way. Their appearance, and what they said, or what was said about them, was suggestively argumentative and

presented something which appealed to the housewife.

A commercial school for several years has used a slogan like "Actual business from the start," and undoubtedly it has brought many pupils to the institution.

During the heat of the bicycle competition, when prices counted mightily, the expression used by the largest manufacturer, "The right price for the right bicycle," is said to have turned the tide in its favor.

"New live rubber," in the advertisements of a famous rubber heel, is probably partially, if not wholly, responsible for its success.

"High as the Alps in quality," while non-argumentative, has certainly been used to a tremendous advantage.

The manufacturer of a shoe machine, known as a "slugger," claims that the title of his descriptive catalogue, "Slugs for Sluggers," was largely responsible for the rapidity of its introduction.

During a depression of business, the following line was used by a corset manufacturer: "The corset that fits costs no more than the corset that doesn't." To the use of this line, and to the enterprise of the concern, were due an enlarged business when the corset trade was at rock-bottom. It apparently placed that particular corset in a class by itself, or materially assisted in doing so.

Probably one of the best advertising slogans, if one may judge from immediate, as well as from permanent, results, was the use of the line "Hogless Lard" in the advertisements of a cottonseed oil company. Because there was a prejudice against hog products, and because this article contained no hog material, it especially appealed to those who preferred a vegetable cooking-oil.

"A food drink for all ages" has great pulling power, because it is self-explanatory and cannot be easily misunderstood.

The use of the slogan, however, is opposed to what some advertisers consider a fundamental principle in effective advertising;

namely, that the same line or lines should not be used continually. These advertisers believe that a complete change of argument is more efficacious than the continuous appearance of any one sentence.

On the other hand, as many advertisers feel that the continuous appearance of a good illustration, or a slogan, or other effective line, adds permanency to their advertising, and gives it an inertia which would not exist if the advertisements were completely changed each time. It is doubtful if any advertising jury could be impaneled which would be unanimous in favor of either method. Both have succeeded; both have failed. The fundamental principles of both, however, undoubtedly possess the elements of profit, and it would appear to be not a question of using either or both, but of using either or both the right way.

Clearing House for Pure Food Information

A dispatch from Washington, under date of April 11, says that "A clearing-house for pure food and drug information collected by the Federal and State Governments has been established in the Department of Agriculture. Announcement was made to-day of the temporary appointment of Dr. J. S. Abbott, formerly of the Texas Food Commission, as head of the new department. As soon as Dr. Abbott takes a civil service examination his appointment is expected to be made permanent.

"The new work has been taken up in fulfillment of a suggestion made last November by Dr. Alsberg, chief of the Bureau of Chemistry, at a conference here of State Food and Drug Commissioners, during which it was brought out that there was much duplication of work by the States and the Federal Government in making tests and other food work. Lack of conformity in enforcement of pure food and drug laws has caused the Federal Government much trouble."

Fingulin Joins Kemco Co.

A. V. Fingulin has resigned as advertising manager of the Mora Power Wagon Company, Cleveland, after being with this concern for three years. Mr. Fingulin is now advertising manager of the Kemco Electric Manufacturing Company, Cleveland.

Albert St. L. McKeown, advertising manager of the Galveston, Tex., *Tri-bune*, died April 3. He was 36 years old.

Behind the Scenes in a Sampling-Booth

A Real Life Picture Showing the Consumer as She Is in the Process of Being "Influenced"—Eager to Get Samples of Waw-Waw Products—Effect of Previous Advertising Shown

WHAT real benefit in the way of sales and general publicity does a packer or a manufacturer of food products derive out of the giving away of free samples of his products at a show?

It seems to be taken for granted pretty generally in the trade that it is a good practice which is resultful, if properly followed up. And so it is; because no form of advertising that exists can do much more than put an actual sample of the goods advertised into the hands of possible customers. *Possible customers*—that part of it is important.

At a food show held in the Thirtieth Regiment Armory, in Brooklyn, for the two weeks beginning March 2d and ending March 14th, an amusing and rather mildly interesting phase of the "something-for-nothing" idea was witnessed. The show had been going on only a few nights when two members of a firm of food products packers happened into the armory. After sauntering around a little while, saying "Hello!" here and shaking hands there, they came across one empty booth; it was the only one left—over on the side, not very big, not very conspicuous, either. An idea struck one of the firm members, off the bat. He turned to the other: "What do you say if we take this booth to advertise Waw-Waw Sauce?" And, oh yes, it might be well to state here that the particular firm in question had only recently taken over the Waw-Waw Sauce business, and intend, it is said, to market a line of food products with the Waw-Waw label.

The idea sounded all right. It was agreed upon. The next night Waw-Waw was "there"—all fussed up like an Italian bride-

groom. Waw-Waw Sauce, Waw-Waw Olives, Waw-Waw Mustard—all were exhibited. During the daytime these products were sold at the regular retail prices to visitors. At the night sessions all the products were sold also at the regular retail prices—all except Waw-Waw Mustard, which was given away free. The firm had some time before bottled a large quantity of the 10-cent size of this mustard and had gotten up new Waw-Waw labels. The goods were ready to be put on the market. Here was an opportunity to engage in a little sampling campaign. So it was decided that from 7 until 10 o'clock each evening a regular 10-cent size of Waw-Waw Mustard would be given free to every man or woman who would come up to the booth and fill out a slip giving name, address and dealer's name and address. That was going "inside service" sampling one better. Three clerks were kept busy giving out these 10-cent samples; and in eight nights (three hours to the night) close on to 7,000 10-cent jars of Waw-Waw Mustard were given away. That meant very nearly 300 jars an hour—five a minute.

WAW-WAW GETS THE LIMELIGHT

Since the Waw-Waw booth was the only one at the show which gave away anything like 10 cents' worth *free*, it soon emerged from an obscure little booth away over on the side to a place of frantic activity—as vaudevillians would say, it "hogged the act." The booths on both sides of it were completely overshadowed; they didn't have a chance; everybody wanted 10 cents' worth of mustard for nothing.

At the rear of all the side booths all around the armory, a flimsy, transparent cotton material formed a sort of backing; a "back-drop," as it were.

Come on, let's go back for a few minutes and study the crowd from "behind the scenes," for surely no anxious stage director ever put his eye to the peep-hole on a first night and studied human nature to much better advantage.

1. "Convenience goods"
2. "Emergency goods"
3. "Shopping lines"

By intelligently determining in which of these three main classes an article of women's purchase falls, some manufacturers and advertising men recently have been able better to plan their selling policy. The relations with jobbers and with the large department stores, the questions of exclusive agencies and the cultivation of suburban trade, for example, are involved.

The distinction between "convenience," "emergency" and "shopping" lines has been clearly defined by Mr. Charles Coolidge Parlin as the result of his extensive study of the department store and dry-goods store field. Men of wide experience have gone so far as to say that he has worked out a new philosophy of buying and selling.

A few of the salient points of his report, with particular reference to the place of the jobber, were set forth in Mr. Parlin's recent address to the National Wholesale Dry-Goods Association.

The Association has reprinted this in a pamphlet, a few copies of which we have available for distribution, gratis.

Address

ADVERTISING DEPARTMENT
THE CURTIS PUBLISHING COMPANY
1 MADISON AVENUE, NEW YORK CITY

The one medium necessary to reach
the prosperous New England farmers



Springfield, Mass.

The Leading Farm Weekly of New England



EVERY advertiser knows the value of the farmer's trade throughout New England. There is no easier or surer way to get this trade than by advertising in the *New England Homestead*. It is the New England States edition of the five *Orange Judd Weeklies*, and is a power among the prosperous farmers' families.

For density of circulation, for editorial leadership, for confidence in its advertisements, for the purchasing power of its readers, the *New England Homestead* is absolutely unique. It reaches one out of every three farmers in New England—and the best third, too.

55,000 Circulation Guaranteed

under a sworn statement. *New England Homestead's* circulation is larger than *all the other weekly* agricultural papers combined printed in the New England States.

How well it pays advertisers is best proven by the character and volume of advertising carried. *New England Homestead* carries the announcements of the most successful general as well as the leading agricultural advertisers.

Address nearest office for sample copies and further information regarding this leading farm weekly of New England—NEW ENGLAND HOMESTEAD.

ORANGE JUDD COMPANY, Publishers

Headquarters: 315 Fourth Ave., New York

Western Offices:

1209 Peoples Gas Bldg. 6th Floor Oneida Bldg.
Chicago, Ill. Minneapolis, Minn.

Southern Office:

909 Candler Bldg.
Atlanta, Ga.

Eastern Office:

Myrick Building
Springfield, Mass.

There they were: fully 250 women—young, old and indefinite, with a few men scattered in the crowd—pushing and scrambling as if their lives depended upon 10 cents' worth of the stuff you smear on "hot-dog" sandwiches. Some giggling and entering into the fun of the thing; others serious-faced and dead in earnest. Some waiting their turn patiently, with an expression of resignation which resembled, for all the world, the kind of woman who never "moves" at the euche party; others tearing mad and perspiring to get their names registered. Eagerness, anxiety, greed, gladness, disappointment—James Montgomery Flagg would gloat over such a composite model.

After a while one mere member of the less deadly species who had wedged himself into the crowd looking for "copy," began to ask questions, carefully choosing the staid spectacled women so as to avoid possible trouble. Eight or ten women who had succeeded in getting a jar of mustard (and whose nerves got a jar also) were all asked the same question; and in every instance except one, the answer was the same.

The question was: "Good mustard, that Waw-Waw—don't you like it?" The answer, with one exception, was: "Fine mustard. I like it better than any I've ever tried."

And yet not a single jar of Waw-Waw Mustard, as Waw-Waw, has ever been on sale in a retail store! It has never been marketed! Of course, they were all thinking of Waw-Waw Sauce—they remembered the name Waw-Waw from the advertising; and no doubt all of these women lied unconsciously.

On the way out, one young fellow with slicked hair, who had evidently "dressed up" for the show, and who has the reputation of being something of a wag in Williamsburgh, stepped up to a "lady friend" of his. He lifted his hat about half an inch off his head and said:

"Who gave you the mustard, Lucy?"

"Who gave it to me? Say, you

remind me of the story I heard at a vaudeville show last week. One fellow asked another who gave him the black eye. The other fellow answered: 'Who gave it to me. I had to fight to get it.'"

Was it good advertising—this distribution of seven hundred dollars' worth of mustard? Who knows? It went into good hands; it yielded 7,000 consumers' names in one section of a large city, and it cost only ten cents per inquiry, which isn't at all bad, so far as cost per inquiry goes!

Lorillard Moves to Offset Federal Suit

The P. Lorillard Company made an announcement on April 11, and it is taken as the first practical step by the units of the former Tobacco Trust toward warding off threatened new prosecution by the United States Government against the Metropolitan Tobacco Company, the R. J. Reynolds Company, the Liggett & Meyers Company and the P. Lorillard Tobacco Company.

The announcement reads as follows: "Effective as of April 11, 1914, we will sell any brands manufactured or sold by us, private and controlled brands excepted, to any wholesale dealer in tobacco products."

In commenting on the action of the Lorillard Company the New York World of April 13 said:

"The Government for several months has been gathering the material for such a prosecution, and Herbert C. Smith, of this city, has been engaged by the Government as special prosecutor in the case. Two weeks ago the tobacco companies were summoned before United States District Attorney H. Snowden Marshall at the Federal Building, and were warned that they were considered to be violating the Sherman Anti-Trust law in that they were putting out their products solely through the Metropolitan Tobacco Company, and practically had driven all other jobbers out of the field, so far as handling the so-called 'trust' products were concerned. "The Metropolitan held this exclusive jobbing privilege, it was said, in the whole New York district, from Trenton, N. J., to Stamford, Conn."

Trout Forms Agency

A. K. Trout resigned April 1 as general sales manager of American Cork and Seal Co., Philadelphia, and will establish the A. K. Trout Advertising Agency, at Philadelphia. He will do a general agency business.

Brockman Joins Koken Barber Supply Co., St. Louis

R. W. Brockman has been appointed advertising manager of the Koken Barber Supply Company, St. Louis.

A Successful Keying System for Ads

Method Employed by Big Chicago Mail-Order House—Simplicity of the Plan—Great Elasticity Possible—How 2,340 Publications Can Be Cared for by the System Suggested

By W. G. Clifford

"TO get a practical keying system for our business was not such a simple matter as it at first appeared," said the advertising manager of one of the big Chicago mail-order houses. "In the first place, four essentials were demanded of it: (1) that it tell at a glance the publication from which inquiries came, (2) the line of goods or department advertised, (3) the particular piece of copy that pulled the inquiries, (4) that it care for a large number of publications.

"To accomplish these results was not so difficult; almost any keying system would fill the bill—at the start. But within a few weeks they stood self-convicted of impracticability on account of unwieldiness and lack of the necessary flexibility of use.

"The difficulty arose through the large list of mediums we use, and the many different pieces of copy run in each medium. As each piece of copy we run in any medium usually advertises a different line of goods, our keying system must of necessity be sufficiently flexible not only to keep tab on the inquiry-producing power of the medium itself, but also on the pulling power of each piece of copy or each line of goods.

"After much experimentation we finally developed a system that not only completely meets every demand made upon it, but has the advantage of being extremely simple. The system is a combination of single letters of the alphabet and numerals starting with 10 and ending with 99. In starting the system the list of mediums is arranged in alphabetical order, for example:

Argosy,
Advanced Style,
Blue Book,
etc.

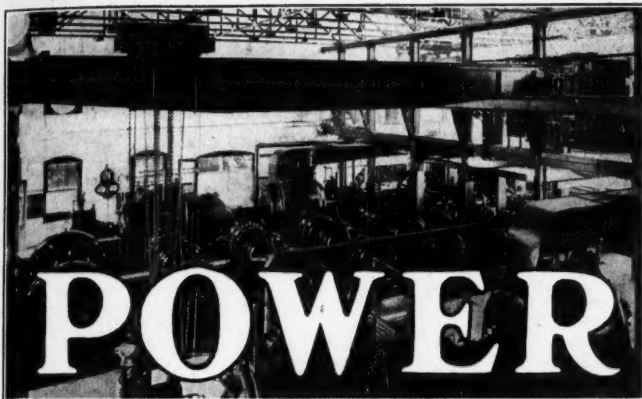
"Each piece of copy to be run is then given a number starting with 10. The reason for starting with 10 is in order to make each key occupy a uniform space in the advertisement—a great advantage where key numbers are inserted in advertisements after they have been electrotyped.

"The key for each publication is built up in this way: As *Argosy* comes first on the list it is given the starting number of 10. Then the first letter in *Argosy* is added, making it read 10A. Suppose that the first piece of copy in the set—also numbered 10—is run in *Argosy*, this makes the complete key for *Argosy* and the first piece of copy in the set read 10A10.

"If the second piece of copy in the set is run in the following issue of *Argosy*, the key for that issue reads 10A11.

"*Advanced Style*, being the second on the list, is consequently given key number 11. If the first piece of copy is run in this medium, the key reads 11A10; for the second piece of copy 11A11; the third piece of copy 11A12, and so on.

"As each medium is given a key number, it is not strictly necessary for the mechanical working of the system to include in the key the first letter in the name of the medium. There is a strong reason, however, for doing so, for experience has shown that while persons answering advertisements will willingly quote a key such as 10A11, they are averse to quoting a key that reads 1011. What this reason is, I am unable to explain, except that possibly a set of four figures, unbroken by a letter, is confusing to the eye, especially when run in small type and printed on the cheap stock used by most of the mail-order publications. Another reason is that even where people mention the key consisting of say four figures, they frequently make mistakes in copying it, possibly for the reason before explained.



Helps the Manufacturer of Power Plant Goods

It helps the manufacturer of goods that can be sold by mail by producing quality inquiries for him.

It helps the manufacturer who sells by means of a sales force, by making it easier for his men to close business.

It is a sales aid of the highest order because it reaches the thinking men in the power plant field.

Note a few paragraphs from recent letters from POWER advertisers:

"The results from this advertising have always been very satisfactory, not only in the quantity of replies obtained, but, what we consider more important, the quality. We find that we received many more orders from POWER inquiries, than from any other source."

Turbo-Blower Co.,
New York.

"We of course consider POWER a fixture and would hardly feel at home if we were to be omitted from even a single issue, for we just recall the fact that we have been advertising with you for more than ten years."

Lagonda Mfg. Co.,
Springfield, Ohio.

"We have compiled a schedule of returns received from all mediums in which we are carrying advertisements of our pumping equipment and find that POWER is giving us 71% of the total returns. . ."

John H. McGowan
Co., Cincinnati, O.

If you are a manufacturer of Power Plant goods, POWER can aid the selling end of *your* business. Put it to the test.

Circulation 30,000

Hill Publishing Co., 505 Pearl St., New York

Also Publishers of The Engineering and Mining Journal
Engineering News, American Machinist and Coal Age

We have found that persons who answer our advertisements seldom make mistakes in quoting our key numbers when a letter of the alphabet is used to break the sequence of numerals, such as 10A11.

"The system is extremely flexible in that it can be used equally well to care for either a small or a large number of publications and pieces of copy. The outside number of publications it will care for is 2,340—a number greatly in excess of that used by the average advertiser. Hence, the average concern can install the system and know that it can be used without change for a number of years. The number of 2,340 is arrived at in this way: each of the twenty-six letters in the alphabet can be linked with numerals running from 10 to 99; and twenty-six times 90 is 2,340.

"In case of necessity, this number can be still further increased. After the system has been in operation for a while it will be found that certain letters of the alphabet will have but few publications entered against them, and letters such as X and Z will seldom have any entries at all. Thus, suppose the letter E already has 90 papers entered against it, and it is desired to add to the list, a notation can be made on the key record that from 99 on keys under E are entered under, say, Z.

"To successfully operate the system calls for only two simple cards, Forms 1 and 11. Form 1 is used to keep tab on returns from each publication, and to show at a glance page size, kind of cuts that show up best, and so on. Form 11 is used to record the key numbers and nature of each piece of copy used.

"We have used this system for the past six years with highly satisfactory results. In fact, it is doubtful if it could be improved upon for our business. A strange thing about it is that almost every new arrival in our advertising department comes to me and tells me that he has a better system. I tell him to go ahead and improve on it. After that I hear no more from him. This has

happened so often that trying to improve on our keying system has become more or less of a joke around the office."

Hapgood Gives Opinions on Advertising

Norman Hapgood, in addressing the Rochester City Club, recently brought out a point in advertising which might be considered radical. He made the statement that the average advertiser had placed his advertising in the hands of the agency, who in turn had placed the advertising in publications that appealed to a class of non-thinkers, believing that they are the easiest ones to influence to buy something which they do not want.

While on the subject of advertising, a man in the audience asked, "Should public service corporations be prohibited from advertising?" Mr. Hapgood's reply was "No. They should be encouraged to advertise over their own name." He would urge the railroads to go into the papers with full pages and explain the situation in order to get the support of the people against the full-crew bill, which in his opinion is absolutely unjust.

St. Louis Trade Crusaders Start for South America

Six representative St. Louisans started for South America March 30, where they will advertise St. Louis goods and seek to increase the \$40,000,000 annual exports to that region. In the party are W. F. Saunders, secretary of the St. Louis Business Men's League; J. M. Sloan, representing the boot and shoe industries of St. Louis; Charles E. Sharpe, electrical interests; E. P. Lampkin, foreign trade bureau of the Business Men's League; Allen W. Clark, paint, oil and drugs, and George T. Parker, furniture. Descriptions of St. Louis in Spanish and Portuguese have been printed and sent broadcast throughout Brazil, the Argentine Republic, Chile, and the other Latin-American countries. The St. Louisans have sought to memorize these descriptions, so that they can rattle them off to the South Americans.

How to Get Results

"PINE CREST," WEST CHESTER, PA.,
April 8, 1914.

Editor of PRINTERS' INK:

Here's another one:

An honest product,
Displayed attractively,
Viewed truthfully,
Entertainingly described,
Regularly heralded,
Tellingly using
Ink of the printer,
Sold fairly—

In every instance

Never fails to

Get results from Advertising.

Respectfully submitted,

J. HERBERT MULLIN.

The Diary of a Sales Manager

The Surewear Hosiery Company
Introduces a New Man to His
Job—The Division of Authority
and Duties in the Selling Department—Hawkins Estimates Calibre of New Associates

By Roy B. Simpson

SECOND WEEK—GETTING ACQUAINTED

I PASSED up my usual Sunday afternoon *divertissements* to clean up my desk at the office of the Crescent Stove & Range Co. Now I am ready to start in tomorrow morning and learn something of the hosiery business. I am glad I won't have to leave Jaynesburg, because I want to be near at hand when my advice is needed in the stove business. Unless I am very much mistaken, the salesmen of that concern are going to get discouraged because the advertising policy has been

changed, and I want to be on hand when the final rumpus comes.

* * *

MONDAY—I was at my new desk this morning by eight o'clock. C. M. Davis, the president of the Surewear Hosiery Company, came over and gave me a cordial welcome. We at once went to his office, where John Allis, the vice-president and general manager; Joseph Cohn, the yarn and thread expert, and Walther Schmid, superintendent, were waiting to hold a conference. Mr. Davis started the ball rolling by telling me something of the organization of this company, its ideals and policies, and what has been accomplished during the first four months.

"Messrs. Allis, Cohn and Schmid are the practical men of the organization," said Mr. Davis. "The rest of us are raw recruits in the hosiery business, but as business men we recognize the great opportunities under the plan submitted by Mr. Allis, and we are backing it with our money."

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

"I consider Mr. Cohn one of the best experts on hosiery yarns and threads in the United States. Mr. Schmid, our factory superintendent, is a famous dyer and a well-known factory man. He knows how to make good hosiery, and with his old-fashioned German ideas of honesty we need not fear that the quality of our product will be skinned. Mr. Allis comes from the Tubenit Hosiery Company, a concern whose success is largely due to his business ability and his knowledge of merchandising conditions.

"Mr. Allis has already employed seventeen salesmen. He admits that some of them are live wires, but he is not so sure about the rest. We shall look to you to hire the right kind of men and see that they are properly trained to represent this company on the road. It will be necessary for you to start in at once and spend considerable time with these gentlemen, learning enough of the practical side of the hosiery business to fit you for your work. We have decided to hold you entirely responsible for the sales end of this business. Now if you will kindly excuse me I will turn you over to Mr. Allis."

SALES MANAGER ON THE JOB JUST IN TIME

I went with Mr. Allis to his office, where we spent the rest of the forenoon discussing plans and policies. He has an idea that twenty salesmen should cover the large towns and cities of the United States. He wants to begin immediately a campaign of advertising in national publications to establish thoroughly our name and trade-mark, and thus make it easy for our salesmen to go into the best store in each city and sell it the line of Surewear Hosiery straight through. I neither favored nor disapproved the plan. I want to think it over. Mr. Allis then told me of his difficulties in obtaining good salesmen. Continuing, he said:

"Hawkins, old man, we hired you just in time. Had I continued for a month longer at the gait I have been going, I would be a fit

candidate for the bug-house. I simply bit off more than I could chew with comfort. I am a corporation man rather than a sales manager. My big work has been getting this organization together, but I struck a snag when I tackled the sales organization.

"I am not going to be offended if you 'can' all seventeen of the men we have hired. Four of them have made good as hosiery salesmen, and the rest have been more or less successful with other lines of merchandise. I cannot say that I am entirely satisfied with the general character and tone of this bunch. I will call the boys together and you can look them over. They will go out with the line in about eight weeks. We will have to work day and night during the next month or six weeks, as most of our people are inexperienced. But you should be able to connect up very quickly, because many of the merchants who have been handling Crescent stoves will also handle our hosiery. You are familiar with their habits, their methods, and the conditions under which they do business.

THE NEW ADVERTISING MANAGER

"We have already employed an advertising manager—young Thomas Caswell, who has had considerable retail experience followed by a correspondence course in advertising and about a year as assistant advertising manager with the Tubenit Hosiery Company. Caswell has a lot to learn about advertising and merchandising, but I will leave it to you to handle him as you deem best. In my judgment it would be a good idea for you to refrain from mentioning to him your advertising experience until you draw him out a little."

I was greatly pleased with Mr. Allis' suggestion regarding Caswell. There are not going to be any feuds between the advertising and sales departments of this institution if I can prevent it. Caswell is going to be invited to every conference on selling and advertising, and if he doesn't develop it will be his own fault.

I spent the afternoon getting my



The Ten Per Cent who Rule the Other Ninety—

If your markets lie within
the fields dominated by the

McGraw Publications

your problem of influencing
the ruling ten per cent. is
merely one of space and
copy, and that part of the
problem may be solved by
utilizing the McGraw Serv-
ice Department.

The combination of se-
lected circulation and field-
inspired copy made it possi-
ble last year for each of the
four McGraw Publications
to pass all other records for
paid advertising published
in their fields.

If your market lies in a
McGraw field, we are ready
to tell you what we have
learned about the most effec-
tive means of influencing the
powers that buy—the ruling
ten per cent.

McGraw Publishing Co., Inc.
239 West 39th Street, New York

Electric Railway Journal
Electrical World Engineering Record
Metallurgical and Chemical Engineering



Mount Vernon, February 22, 1785

The Success of a Nation depends upon the Health of her People

The economical food and health

Was

WASHINGTON
America's



"F"

UNITED CEREAL MILLS



MILLS
QUINCY, ILL.
BUFFALO, N.Y.
U.S.A.

Chicago, U.S.A.

Charles Daniel Frey Co.
Monroe Building
Chicago, Illinois.

March 15th, 1914.

Gentlemen:—Each year for the past few years, or since the advent of Washington Crisps, we have used full page advertisements in approximately one hundred and twenty-five newspapers on Washington's Birthday.

While our past advertisements have been what we considered 'Good Copy' the drawing made by your firm for our page used on February 22nd, so far exceeded any of our previous efforts, and the comments from publishers and customers have been so universally complimentary that we thought it only fair to tell you how pleased we were with your drawing and the results obtained from its use.

Your Washington's Birthday party was a very happy suggestion, and excellently executed.

With very best wishes, we are,

Yours very truly,

UNITED CEREAL MILLS, LTD.

L. D. W. L. K.

Secretary.

LDW.L.K.

Send for our folders and booklets.



If you will give us a statement of your requirements we will be pleased to submit our ideas in typewritten form, without obligation on your part, or in sketch form at a nominal charge.

CHARLES DANIEL FREY COMPANY
Advertising Illustrations
MONROE BUILDING . . . CHICAGO

desk in shape and reading the applications and references of the seventeen salesmen hired by Mr. Allis, and I close my diary for the day with the feeling that we are starting right.

* * *

TUESDAY—My first act this morning was to get acquainted with Tommy Caswell, our advertising manager. He is an ambitious youngster, 25 years of age, and he wants to carve out a future for himself. He told me of his experiences in the retail store and also as assistant advertising manager and copy man with the Tubenit Company. His record so far is clean. The only thing against him is his lack of business experience. His chief ambition right now is to write strong copy, but I reminded him that the most attractive and convincing piece of copy he might produce would fall down without the right plan behind it.

Caswell is partial to the Standard Advertising Agency of Jaynesburg. He has been working with it for more than a month on the plans for an advertising campaign, and he voluntarily offered to submit it to me for criticism as soon as I had an hour or so to spare.

REASONS WHY CONCERN SHOULD MAKE GOOD

The most unique character in this institution is Walther Schmid, our factory superintendent. Walther has been in the United States twelve years, but his Weberfieldian characteristics are as pronounced as they must have been the day he landed. He spent the afternoon explaining the looms and other machinery to me and occasionally regaled me with his personal experiences in "der Vaterland."

"Mine friendt, ve will make such hoses vat you never saw der like of. Efery pair vill be fast color yet ven you have vorn dem until you cannot veer dem. I learnt all about der dyeing py mine goot friendt, Louie Hermsdorf, in der Vaterland."

I will not attempt to describe

our wonderful looms. I saw them making the most beautiful hose for men, women, and children—not a seam in any pair, and I will take the word of faithful Schmid that they are honestly made of honest yarn.

* * *

WEDNESDAY—Joe Cohn gave me an hour's talk to-day on the quality of threads and yarns he is buying for Surewear Hosiery. He picked up a bobbin of cotton yarn used in our men's 25-cent hose, tore it to pieces, and showed me the fibres under a microscope. Then he picked up a pair of Tubenit 35-cent hose, pulled out a piece of yarn, and showed me these fibres under a microscope. Then with a delicate instrument he tested the strength of the fibres in our yarn and the Tubenit yarn. Our yarn is a little bit stronger, and the fibres are longer. He convinced me that we are going to make as durable socks for men to retail at 25 cents as the Tubenit people are selling at 35 cents, or three for \$1.00.

Cohn has rigged up a complete laboratory for testing everything he buys. There are more instruments and other thingumajigs than I ever expected to see in an institution like this. He says they are necessary, and he ought to know what he is talking about.

The thing that gets me is how we are going to undersell Tubenit ten cents a pair in the larger towns and cities. They have a big distribution through large dealers who must have a larger profit than our line will give them. The Tubenit plan won't fit our line.

* * *

THURSDAY—I finished meeting the officers and the other members of our organization before noon. Mr. Stallings, the secretary, and Fred Murphy, the treasurer, are both fine fellows. My contract was signed and sealed to-day. My salary is \$1,000 shy of what the Crescent Stove & Range Company paid me, but I will get a commission of one per cent on net sales over and above the first hundred thousand dollars. The second year I am to receive one per cent on all net sales over

\$300,000, and the third year 1 and one-half per cent on net sales over a half million dollars.

But better still, they have allowed me to purchase a bunch of the common stock and pay for it within three years, the dividends to be applied on the purchase price.

* * *

FRIDAY—This morning Caswell and I got together on the advertising plan which has been worked out jointly by him and the Standard Advertising Agency. As I expected, it is a duplication of the plan used by the Tubenit Hosiery Company, with a few little changes thrown in.

This campaign contemplates using a number of big magazines to obtain city distribution on our line of hosiery, on which the margin of profit to the dealer is considerably less than the profit on Tubenit and other well-advertised lines. I told Caswell it would never win, and explained to him that the city dealer is, at present, buying his hosiery from the specialty concerns. He buys his men's hosiery from a manufacturer that specializes on men's socks. He buys his women's lines from other manufacturers who specialize on these lines.

In some cases the big dealer demands that his own name be put on the hose and his own label on the box. We cannot get away with a scheme of this kind because we are making a general line and we must sell it to the class of dealers who are content with a smaller profit and whose cost of doing business is less than that of the city dealer.

Therefore, after analyzing the plan and considering our market we decided that our biggest field is the small towns of the country.

The big specialty manufacturers in the hosiery business have worked the cities pretty vigorously, but no manufacturer has put out a general line for the country merchant. More than 50 million people are living in towns of less than 2,500 population, and the merchants of these towns are buying their hosiery from jobbing houses. It strikes me they will

welcome an opportunity to buy a complete line direct from the manufacturer and enjoy the benefit of the manufacturer's co-operation in advertising and promoting the sale of his goods.

Caswell had not thought of this before. He became so enthusiastic about it that we immediately presented the matter to Mr. Allis, and he consented to hold a conference at once.

Allis, Caswell and I went to lunch, where we talked it over, and it didn't take much argument to win Allis over to our side.

Most of the afternoon was taken up with our conference on selling plans, and as a result we decided to conduct our campaign the first year in the small-town field. This means that a new plan will have to be worked out at once. No contract has yet been made with the Standard Advertising Agency, and at my suggestion we have decided that Andy Tollison will handle our business. He has been working with me on the stove proposition for more than three years. He knows the methods of the country merchant and how to reach the people of the small towns better than any other advertising agent of my acquaintance.

* * *

SATURDAY—With Caswell, Allis, Cohn and Schmid I spent the entire day, going over the line of samples which is being prepared for our salesmen. It is half completed, but in comparison with other hosiery of the same grades we have them beaten at every turn. With the Surewear line our salesmen can go into a store and displace all the other lines the merchant carries.

The factory has given us a corking fine proposition. It is now up to the sales and advertising departments to standardize this line.

Now for a quiet Sunday at home to get "keyed up" to meet the salesmen next week.

(To be continued)

C. F. Chase has resigned his connection with the William Galloway Company, Waterloo, Ia., to join the advertising department of Montgomery Ward & Co., Chicago.

Collier's

5¢ a copy

THE NATIONAL WEEKLY

for April 18, 1914



With Mark Sullivan as Editor
in Chief, Collier's circula-
tion is steadily increasing



Steady Growth

<i>Date of Issue</i>	<i>Copies Printed</i>	<i>Circulation</i>
January 3	683,000	670,653
10	676,600	674,715
10 (Suppl.)	699,000	678,697
17	705,000	688,996
24	689,300	679,447
31	702,600	690,542
February 7	703,000	695,167
14	706,000	692,482
21	706,400	689,398
28	716,700	707,945
March 7	723,300	711,333
14	723,400	719,124
21	727,500	722,953
28	736,000	727,541

[SEAL]

Sworn to and subscribed before me this tenth day of April, Nineteen Hundred and Twenty-Six, at New York City, New York.
Notary Public, Westchester County. Certificate filed New York City.

¶ Five years have passed since we established the first circulation figures.
¶ As another step toward exact circulation facts, we have introduced the Gross, and Net figures. ¶ In addition to these, the "net" figures will be quoted. ¶ The difference between "gross" and "net" is the difference between the "gross" and "net" figures.

C O L L E C T I O N
T H E N A T I O N A L A S S O C I A T I O N

Present rate of \$3.00 a line based on 600,000

Growth



<i>Circulation</i>	<i>Net Circulation</i>	<i>Net Paid</i>
670,653	660,522	652,324
674,715	666,687	658,707
678,697	670,669	661,297
688,996	681,328	672,819
679,447	673,003	665,544
690,542	684,608	677,112
695,167	690,516	682,737
692,482	685,786	677,582
689,398	694,352	686,802
707,945	703,878	696,569
711,333	707,141	698,903
719,124	714,911	705,601
722,953	718,706	710,727
727,541	723,270	715,532

A. E. WINGER, *Comptroller*

of the Nineteen Hundred and Fourteen. ALPHONSUS B. CASEY,
 of New York County. Commission expires March 30, 1916.

is the first money-back circulation guarantee.
 facts, we published our Copies Printed,
 the Net Paid circulation figures will also
 and "net paid" is our complimentary list.

LE R ' S
 WEEKLY

W. S. Hammel

Advertising Manager

Contents of Collier's for April 18, 1914

* * * * *

THE PRESIDENT IN PRACTICE by *Peter Clark Macfarlane*. Illustrated by *Walter J. Enright*. In this article Mr. Macfarlane tells the effect a year in office has had upon Woodrow Wilson, the MAN behind the President.

“* * * * * his personal platform becomes of vast importance, because, if elected, that is the platform which he will seek to build into the statutes of the United States,” wrote Mr. Macfarlane in 1912. Has the year justified that sentence? Read the article and see.

BUSINESS AND PARTNERS by *Frank Leon Smith*. Illustrated by *Arthur William Brown*. A diverting comedy and romance of business life.

THE TYRANNY OF BEAUTY by “*Jane Bunker*.” Illustrations by *May Wilson Preston*. The second installment of a lively serial. Madame Del Mar “blows” all she has on clothes, and “marches on New York.”

FOLLOWING THE SUNSET, the second chapter of “A Son of the Middle Border,” by *Hamlin Garland*. Illustrated by *Alice Barber Stephens*. In this chapter the author shows with all the poignant charm of an old ballad, how the American pioneering spirit, revived by the war, drove the soldier ever westward in the romantic trail of the sunset.

TAMPERING WITH TRUTH by *George Fitch*. Illustrated by *John T. McCutcheon*. The witty weekly Fitch page.

PICKUPS by *Grantland Rice*. The most entertaining page of sport-ing comment published.

THE COLLIER EDITORIALS. Two pages of inspiring and stimulating thoughts.

OUR NEWS PHOTOGRAPHS. Static movies of interesting events and people.

Ingersoll Gives His Experiences with Price-Cutters

Special Washington Correspondence

"OUR sales for the first three months of this year, or just about up to date, as compared with the sales during the first three months of last year, are short in the neighborhood of 12 per cent. We have suffered that loss, and it is mostly in the communities where price-cutting goes on."

William H. Ingersoll, of Robert H. Ingersoll & Bro., of New York, was relating the recent experiences of his firm with price-cutters for the benefit of the members of the Judiciary Committee of the House of Representatives. In supplementing, with concrete facts, his argument for national legislation that will curb the cutting of prices on advertised goods, he emphasized the fact that little trouble had been experienced from cut prices on the Ingersoll dollar watches until after the decision of the United States Supreme Court in what is commonly known as the Sanatogen case.

"We never had any price-cutting," explained Mr. Ingersoll, "until this so-called Sanatogen decision was handed down last May. Theretofore we had been able, by availing ourselves of the patent law, to prevent people from selling our goods at cut prices. Since that time we have done our very best to keep people from ruining our reputation and cutting our prices, but, of course, we have no power to do that, or, at least, we are not at all sure that we have any power to enforce what we believe to be decent and proper business methods in the sale of our own products. We can only ask the dealers not to cut the price, and point out to them that if any one of them does it others will follow, until finally all of them, as to that article, will be operating without profit. We have had a great deal of trouble of this character since the decision and it is getting worse every day. At first the dealers were reluctant to go into the fight; but when one dealer

does it, how can his competitor afford to keep out of it? If a merchant across the street from you advertises Ingersoll watches at 69 cents, you can not brand yourself as being a high-priced merchant by holding them at \$1.

HOW ONE DEALER COULD AFFORD TO CUT

"In the New York *Evening Journal* of March 12, 1914, is an advertisement of a man named Reiter and the advertisement says: 'Genuine Ingersoll's famous dollar watch, 69 cents. The biggest value you ever saw in your life.' Then it goes on with some other articles—for instance, 'link cuff-buttons, 25 cents each; 5,000 pairs extra heavy, gold-filled link buttons, in 12 different styles, as illustrated, values up to \$1, special 25 cents each.' I sent a young woman to the store of this man to buy one of those watches, and the experience she had was this: She went to that store; she asked for the dollar watch that was advertised; the man told her that he had two other watches, both of which were better, and which he could sell at the same price. One of these, the affidavit of the young woman states, was the Pathfinder watch and the other was the National Ansonia watch. I also had a set of these cuff-buttons purchased at the same time these watches were recommended as being better than the Ingersoll watch. Those watches can be bought from five to 15 cents less than they pay for the Ingersoll watch, although they sell them for \$1. The young woman insisted on buying one of the Ingersoll watches and she finally got it, but for everyone who would get it there would probably be 50 persuaded by the dealer that the other thing was better. Now, take the cuff-buttons, said to be worth up to \$1. Those cuff-buttons were said to be heavily gold-filled and I had them assayed and the assayer vouches that the gold value is two cents per cuff-button.

KANSAS CITY

ONE OF THE TWELVE

To carry out the provisions of the Federal Reserve Act twelve cities have been selected by the Treasury Department to serve as regional bank centers. That Kansas City qualified as one of these, before an impartial commission, simply demonstrates again its position as the financial and industrial metropolis of the great Southwest. The fact is significant to manufacturers, jobbers and advertising agents because it reflects the great possibilities of Kansas City and Kansas City's territory as a merchandising market.

The open door to this great, growing district is

The Kansas City Star

180,000 Copies—Morning, Evening and Sunday

That "everybody in Kansas City reads The Star" is a truth which is never questioned by any one who has lived in Kansas City. Besides, The Star has more subscribers in Kansas than any other newspaper published in or outside the state; and it is the dominant advertising medium of all the remaining territory of the Southwest.

"This price-cutting was on One Hundred and Twenty-fifth street, in New York. Within a few blocks of that store are some other dealers selling Ingersoll watches and I would like to show the effect of that practice on these people, these eight dealers. I have their signed statements telling us that their sales have dropped off a total of 53 watches per week, 2,500 watches per year. That is the extent to which this one man's practice has injured us. We sent our representative to talk to that man on One Hundred and Twenty-fifth street and to reason with him. He said: 'I know I am a bad egg, but there is money in it for me.'

"In Philadelphia there is one man selling our goods at 59 cents. The name of the concern is I. Press & Co., and they sell our watch at 59 cents. I do not know what they have to pay for them but presumably they pay 67½ cents, 70 cents or 72½ cents, because those are our prices. In Philadelphia there are 14 dealers right close by this price-cutter and another one named Kerstein. I have some letters bearing on this subject. Here is one from a man who says: 'I cannot sell your goods at a profit any more. I used to buy them by the gross but I can no longer buy them by the dozen.' In these 14 stores in the neighborhood of these two price-cutters our loss in sales amount to 109 watches per week, or 5,688 watches a year.

INGERSOLLS AT 37½ CENTS

"I have the advertisement of a store in Chicago offering to sell Ingersoll watches at 37½ cents. That is a bigger bargain than I ever heard of anywhere; but when we tried to buy one of these watches we found that we could not get it for 37½ cents. We had to buy with it a chain which appears to be worth about five cents, and pay 75 cents for that watch and chain. But they can use our name and reputation and over 20 years of hard labor for the purpose of pulling a crowd into their store, and when the people get there they tell them, 'You cannot get the watch without buying something else.'"

Turning to the subject of competition in conjunction with price-cutting, Mr. Ingersoll said: "One of the gentlemen who appeared before this committee made certain statements; one of them was that our company puts out another watch which it sells for a little less money than its dollar watch. But it does not bear our name; it does not carry our guarantee; it is not regulated so closely at the factory; we take no risk or responsibility for its performance after it goes out. We can afford to sell it for a little less because it is not so good a watch and it is not so desirable from the standpoint of the consumer.

PRICES COMPETITORS GET FOR WATCHES

"It was represented that that watch sells for about 69 cents, and that it was a great advantage to the public to get it at that price. Since that gentleman appeared I have had an investigation carried on among a couple hundred stores where those goods are sold. I just sent men who were not known to find out what the goods sold for, etc. Those goods were found to average 98 1-5 cents apiece, not 69 cents, as was represented. You see the public gets a poor article, without a guarantee, and at practically the same price. Now, there are competitive watches. The Ansonia watch, the Pathfinder watch, and the New Haven watch, all of which we consider to be somewhat inferior, although general competitors of ours. They sell for five or ten cents apiece less than the dollar watch, and that amounts to 12, 15 or 20 per cent less than it costs to get the dollar watch. But right along they get the same price. We found in 43 stores that the average price was \$1.03 4-7 cents. That is what the public pays to the dealers for those goods which the dealers pay less for.

"The companies that manufacture the Ansonia and Pathfinder watches do not advertise to the public very extensively, although they do advertise to some extent. If I could have only one advertisement, I would take the dealer's window. I would rather have

my goods where they can be sold than in a newspaper or magazine where they cannot be sold. A man is in front of the store with one dollar in his pocket; and if I can get the goods in the window I will get his dollar; but if he has a paper in his hand he has got to read the thing and then go away off somewhere to buy the watch. So they do very extensive window advertising and things of that sort. But ours, of course, is the leader; it was the first shown. We always have tried to deliver just as much as we could for the money. That, naturally, has made less temptation for competition than if we had said two dollars; if we had done that, we would have brought people right in, but, you see, the public was safeguarded. But as it is, we have five good and strong competitors. The people that make the Big Ben clock make a watch that retails for one dollar. The New Haven Clock Company, a very large corporation, makes a watch that retails for a dollar. I say it retails for a dollar, but it retails all the way from 47½ cents to \$1.50. The public gets no particular protection on it. Some fellow may get the thing for one-third what another gets it. But the average price in 43 stores was \$1.03 4-7, which is higher than the standard original article and the one that the trade generally and the public consider to be the best one."

SOME "TRADE SECRETS"

In answer to questions from members of the committee, Mr. Ingersoll disclosed many of the trade secrets of his firm. He said that Robert H. Ingersoll & Bro. are now paying the Waterbury Clock Company 50 cents each for manufacturing the dollar watch which is sold to wholesalers at 60 cents and to retailers at a minimum price of 67½ cents. Officials of the Waterbury Company told him, he said, that they did not make a profit of more than ten per cent on the watches and his own opinion was that they made about four cents on each watch.

In reply to a remark by Congressman Webb, "You are not a

manufacturer—you are a distributor," Mr. Ingersoll said, "There is no difference whether we get somebody to make the dollar watch we create a market for or whether we make the watch and create the market, too. This is a thing that simply beclouds the issue. There is no question there except a technical one. Robert Ingersoll originated the watch. It was wholly immaterial whether he had money enough to build a factory or whether he took his idea and specifications to some existing factory and contracted for the manufacture. Making and selling are two entirely different functions and many manufacturers are now separating them and incorporating their manufacturing and selling departments as separate companies, with contracts between them for exclusive rights to each others' goods and services. They do it for efficiency, because if a man's mind is on the manufacturing problem there will be waste on the selling end, and vice versa. We have confined ourselves to the sale of our goods and contracted the manufacturing, although we now have a watch factory at Trenton, New Jersey.

MARKETS 15,000 WATCHES A DAY

"The capital of our firm is \$200,000. We have to rely on about 100,000 stores to get our goods to the consumers. We have about 15,000 watches a day to market and there are employed about 2,000 or 3,000 people in the making of those goods. The only way we can do is to have a certain amount of co-operation between ourselves and the wholesalers because we cannot afford to go to every retail dealer in the country. We can go to the wholesalers, but in the retail market there are 300,000 or 400,000 stores that we would have to call on, and it would take away a great deal from our profits and we cannot afford to do it. There was a statement put in by a Mr. Bloomingdale, who appeared before your committee calling attention to the financial standing of our company. I simply want to say that the figures which were put into the record were not correct. But at

The Advertising "Game"

In our offices advertising is never referred to as a "game." Even metaphorically the term is rather too flippant to express our notion of the importance of spending some one's else money.

With us advertising is neither a diversion nor a care-free gamble; it is a serious and rather prosaic business, and we bring to it all the earnest effort that a man could in his own business.

If you would care to have such people work for you, we shall be glad to hear from you.

F. Wallis Armstrong Company
Philadelphia



A Wooden Leg

is an odd bit of furniture and of no practical value to most people, yet occasionally along comes a man who can use one; the same is true of

Moving Picture Films

They don't "fit" everybody, but will dove-tail with some up-to-date manufacturer's selling plans—useful at salesmen's conventions, or you can take your plant to any prospect's office and "show" the "story" that is behind your business with one of our *portable projecting machines*.

We will gladly answer any questions regarding **Commercial Moving Picture Films**, which are for some businesses a forceful selling aid.

Harold Ives Company

INCORPORATED

Metropolitan Life Building

NEW YORK CITY

those figures the number of watches we have sold would give us a profit of three cents per watch. It has taken the sale of 37,000,000 watches to build up our showing of something a little over \$1,000,000, which is about three cents per watch."

CONGRESSMEN CURIOUS ABOUT ADVERTISING

After he had made reference to his connection with the Advertising Men's League of New York, Mr. Ingersoll was asked a number of questions relative to advertising topics. Answering Congressman Dyer as to whether a law should be passed against fake advertising, Mr. Ingersoll said: "I wish to goodness it could be done, because that has been one of my labors during the last three or four years as the head of the Advertising Men's League of New York, to prosecute fake advertisers. For instance, we won a verdict against this man Henry Siegel, who has since 'gone up,' and who defrauded his bank depositors and got away with the wage-earners' benefit fund in the store and all that sort of thing. A year ago we got a conviction against him; but the trouble is, gentlemen, that there are so many little crooks and turns that they can take that no law you could write would reach them."

Later in his testimony, referring to the observation of Congressman Webb, "You cannot stop the advertisements of these mail-order houses, can you?" Mr. Ingersoll said: "You could stop the fraudulent element in them. There are three things which enter into that: In the first place, we give them a subsidy to work on in the form of a quantity discount; in the next place, we give them the privilege of buying space in the publications that are carried through the mails, and of printing almost ad libitum anything they please; and in the third place, we let them bolster up their exaggerations and misrepresentations by putting in something that everybody knows to be worth so much money and quoting a lower price on it."

Congressman Danforth inquired, "What is your suggestion?" and Mr. Ingersoll said: "Do what you can through the postal laws to get at this dishonest advertising. But that is a matter, as I understand it, which must be mainly handled by the States. I have myself been active in securing the passage of honest advertising laws in several of the States. I procured the introduction of such a law in the State of New Jersey, and it was passed. I have been at the head of the Advertising Men's League and under the very imperfect laws they have in New York State we have successfully prosecuted some cases, but there are opportunities in too many instances to escape through the meshes of the law."

"There are in 17 States of the Union now laws against fraudulent advertising. I wish I could tell you about some of the conditions we are up against in the business world which I know have never been presented to you and your experience has not brought you in contact with them. But if you will, in so far as the National Congress can, make dishonest advertising risky through the Post-Office part of it, I think that ought to be done."

"If you had the patience to go into the question I would like to talk on the subject of advertising, because it is important, and I do not know a group of men in this nation that it is more important to have understand it and there is none, I suppose, which has had less opportunity to understand it from the experiences you have had during your lives. Advertising is relatively a new force in business. It has grown in the last twenty years. Now, advertising when efficiently done means great economy and the saving of a great many salesmen. Do you suppose it would have been possible for us to have sent men out over this United States and notified everybody in the country, as we did by advertising, that we had a watch for a dollar? It was a great economy that we could instantly publish to the world that there was a new thing. When a

new invention comes out that is very necessary for success. You can see that advertising possesses a potentiality for great economy. Advertising is a referendum. You go right to the people of the country with your message, tell your story and rely upon your goods to back up your story.

"Without wishing to draw any distinction between classes of people, I think it is not improper to point out that the advertising of manufacturers in a magazine is very much more reliable in quantity and quality than the advertising of this nature in the newspapers. Almost all of the magazines have taken a pretty high ethical stand on the question of what advertising they will accept. The newspapers, with the exception of about half a dozen shining instances, throughout the United States take anything that anybody will offer and pay for. Now, in time these things will be corrected, perhaps, but you gentlemen ought to accelerate the process."

In reply to a question from Congressman Danforth as to whether Mr. Brandeis has any relations with the Advertising Men's League of New York, Mr. Ingersoll said: "No, sir. He has been sympathetic with us, because he is opposed to monopoly, and he contends that this present open-price condition is leading to monopoly. He has no financial arrangements with us. He has given us advice, but has never accepted any retainer or pay of any sort."

Hapgood and Blythe Speak to Detroit Ad Men

Over 450 members of the Adcraft Club, of Detroit, attended the annual banquet Tuesday, April 7. Norman Hapgood, editor of *Harper's Weekly*, spoke in defense of price-maintenance and voiced the belief that business men were the real reformers in this country.

Samuel G. Blythe talked on "Statesmen and Advertising." He attributed the every act of legislators and politicians to a desire for advertising.

John U. Higinbotham, of Detroit, gave a humorous speech on advertising, and the proceedings were further enlivened by a burlesque conversation between Hapgood and Blythe, impersonated by members of the club. President Meadon acted as toastmaster.

Cudahy Says Free Deal Is a "Joke"

"Free deals" have been abolished by The Cudahy Packing Company in its Oakland and San Francisco territory. A bulletin which recently went to jobbers in that territory reads as follows:

"We have in the hands of our printers new price lists covering our various soap products.

"This has been made necessary through a change in our policy of marketing these different items at the request of our jobbing distributors and the insistent demands of the retail trade that call for the elimination of all deals on laundry and toilet soaps, etc.

"The deal proposition on laundry soaps has been worked to death by the different manufacturers, until it has become a joke with the trade and, with our contemplated distribution, it has been concluded to offer our various items in a more legitimate and up-to-date method.

"We will quote these items on a flat list, with differentials showing, and with figures uniformly based on existing deal prices.

"With the issuing of our new lists, and unless unusual conditions arise in the costs of raw material, etc., it is our intent to hold to a uniform price on the different items, so that both the jobber and the retailer may know, at all times, just what our soap products will cost them.

"In view of this, and pending the receipt of our new lists, now in the hands of the printer, we will ask you to see to it that all former lists in your hands and those of your salesmen be destroyed, and your men advised of the above, with proper change sheets issued to them."

Danby Advertising Manager of "Puck"

Robert J. Danby, for a number of years Western manager of *Strand* and other magazines, and more recently Eastern representative of a number of publications, has been appointed advertising manager of *Puck*, New York.

"Cuckoo" Inserts Illegal

Governor Glynn, of New York, has signed a bill making it a misdemeanor to distribute advertisements by inserting them in the pages of newspapers or periodicals of any kind without the consent of the publisher.

Welsh Joins Heller-Barnham Agency

W. G. Welsh, formerly connected with the Frowert agency, New York, has become associated with Heller-Barnham, of Newark, N. J. Mr. Welsh will be in charge of the New York office.

Freese with Providence Agency

Carleton Foss Freese, formerly business and advertising manager of the *Providence News*, has joined the staff of the Standish Advertising Agency of Providence.

*American Sunday
Monthly Magazine*

April 8, 1914
NEW YORK AMERICA



We Are Doing Both!

One of our esteemed contemporaries in the same field made these remarks to us. "Due to the small revenue from circulation—

1. YOU CANNOT PRINT a Sunday Magazine with two and a half million circulation on super-calendered paper;
2. YOU CANNOT GIVE the public the expensive work of such authors as Chambers, Phillips, Morris, Oppenheim and MacKenzie;
3. YOU CANNOT GIVE them such artists as Fisher, Flagg, Gibson, Castaigne, Christy and Wenzell—

—And Make Money"

We have done both because we felt that advertising patronage would respond to an effort of this kind.

Publishing is like the restaurant business—it is cheaper to feed ten pro rata than five. Our advertising increase as a result of this change in editorial policy has run far in advance of the added editorial cost, which is as we thought it would be.

The American Sunday Magazine combines every feature that a producing factor in a national campaign should be—enormous concentrated newspaper circulation, magazine life and appeal at one-half the standard advertising cost per line per thousand. "And it goes into over Two Million Homes."

American Sunday (Monthly) Magazine

Chas. S. Hart, Adv. Mgr.

220 Fifth Avenue,
New York City.

908 Hearst Bldg.,
Chicago.



STANDARD STOKER COMPANY, INCORPORATED

INC. FORT BELLEVILLE, ILLINOIS, U.S.A.
 MANUFACTURERS OF THE STANDARD LOCOMOTIVE STOKERS
 NEW YORK OFFICE
 GRAND CENTRAL TERMINAL

New York
 March
 Twenty-seventh
 1914.

Railway Age Gazette,
 Woolworth Building,
 New York, N. Y.

Gentlemen:-

Attention of Mr. E. A. Simmons, Pres.

You may be interested to know that the president of one of the greatest railways in America has been a reader of our advertisements in your publication and that he personally gave us one of our most valued orders for stokers, largely, as we believe, on the strength of our introduction to him by your paper.

It is part of the duty of superintendents of motive power and master mechanics to read up, but when we find presidents are reading your advertising pages, we think the fact is worthy of being brought to your attention.

Yours very truly,

STANDARD STOKER CO. INC.

By: *Jacany*
 Gen Mgr



**Simmons-
 Publishing**

New York, Woolworth Bldg.

Chicago, Transportation Bldg.



What More?

When a manufacturer *investigates* the papers in a given field

When he later uses the publications which *proved* claimed circulations, and

When by their use, splendid *results* were obtained, what more can be said?

These two publications were the Railway Age Gazette and Railway Age Gazette, Mechanical Edition.



**Boardman
Company**

Cleveland, Citizens Bldg.

As we interpret the word "service," it means nothing more than working faithfully, intelligently, constantly and conscientiously for the advertiser, or as we prefer to call him, "the employer."

At the command of the advertiser who "selects," "hires" or "employs" our organization to handle his poster publicity, is a highly specialized poster copy department, an experienced art department, a statistical, estimating and planning department, a chain of branch offices located in most of the principal cities, and governing and directing these departments and offices, a group of men with practical selling, advertising and merchandising experience.

Our New York office, established last month, is located in the Marbridge Building, Broadway at 34th St. The Manager is Mr. Windham Phinny.

Let us send one of these men to tell you more about the poster medium and our "working" qualifications.

Ivan B. Nordhem Company

POSTER ADVERTISING

OFFICIAL REPRESENTATIVES
POSTER ADVERTISING ASSOCIATION
UNITED STATES AND CANADA

BESSEMER BUILDING

PITTSBURGH, PA.

BRANCHES

NEW YORK, N. Y.
Marbridge Bldg.

PHILADELPHIA, PA.
802 Chestnut Street

MINNEAPOLIS, MINN.
Metropolitan Life Bldg.

CHICAGO, ILL.
1248 Otis Bldg.

CINCINNATI, OHIO
815 First Nat'l Bank Bldg.

KANSAS CITY, MO.
5th Floor, Merry Bldg.

BUFFALO, N. Y.
1044 Marine Nat'l Bank Bldg.

CLEVELAND, OHIO
421-23 Rockefeller Bldg.

GRAND RAPIDS, MICH.
519-20 Murray Bldg.

Building the Catalogue to Meet Market Conditions

Catalogue Efficiency Depends upon a Broad View of the Whole Field—How Much Do Prospects Already Know About the Goods?—Handling Buyers Without Conflict

TOO many catalogue builders are contractors when they ought to be architects. In other words they regard the catalogue as a job detached from the rest of the world, without any definite relationship with other things, and a job which can be carried out along lines laid down by somebody else. Perhaps it is "trade custom" which determines the form the work is to take; perhaps a collection of other people's catalogues which look as though they ought to be good. Both of those things are useful as sources for suggestion, and the architect would use them in that way after he understood exactly what his work was intended to accomplish. But as guides, to be followed as the contractor follows his plans and specifications, they are extremely untrustworthy.

It may seem platitudinous in the extreme to remark that a knowledge of the market is necessary before a successful catalogue can be built. But every little while somebody comes forward with a catalogue that is unusual, and which runs away from its competitors because it was based on a better understanding of the market. Next year one or two of the competitors follow the new lead, and by and by "trade custom" becomes settled on a new basis, where it remains until somebody becomes

enterprising enough to take another step in advance. The catalogues which stand out most prominently from a mass of 600 which have been examined by PRINTERS' INK during the past year are those which bear evidence of original and independent study of the markets they were designed to reach.

Who are the possible buyers, where are they and what are they?

Can they be classified according to different grades of products, or is any one of them a prospect for the entire range of products?

What do they already know about the goods? How many have ever used similar goods?

Can they be persuaded to order direct from the catalogue, or is a salesman necessary to close an order?

What is the size of the average order?

Answers to those questions will go a long way towards determining in advance the most effective form of catalogue, and investigation along those lines has fre-



A "POPULAR APPEAL" PAGE FROM A CATALOGUE FOR ARCHITECTS

quently resulted in doubling or tripling catalogue efficiency at a smaller cost per unit.

HOW MUCH TO TELL THE PROSPECT?

The question as to how much the prospect really knows about the goods seems to be most frequently lost sight of, and yet it is the one question which must be answered before we can determine how much the prospect wants to be told before he will buy. Tell him too little and he will not buy; telling him too much is running a risk of tiring him besides wasting time and money. Everybody has seen catalogues which failed because they did not contain the right information.

It is worth while, in this connection, to examine some catalogues which have been written with the understanding of what the buyer really knows about the goods. A few good instances are worth pages of argument.

The American Soda Fountain Company, Boston, issues an elaborate 96-page catalogue of its apparatus, printed in two colors; also a 24-page book in one color from some of the same plates. The latter is sent to all inquiries from trade-paper advertising, and the former goes only to prospects known to be worth while, 90 per cent of whom have previously been interviewed by a salesman. The smaller book includes only the lower-priced apparatus, while the large catalogue features the complete line, together with many special installations.

Why is the company convinced that it is true economy to distribute its best literature only to known prospects? Because it has studied its market. Says the advertising manager, O. M. Foye: "The personal element must enter into every sale of high-grade fountains. The customer himself has no idea of what he wants, nor where he wants it oftentimes, nor how much it is going to cost. Soda fountains are as intricate as a building." The catalogues in question have been in use for more than three years.

Another important consideration enters here. The small store-

keeper who receives an elaborate catalogue, featuring a long line of expensive apparatus, is likely to be discouraged at the start. He gets the impression that the company's goods are too high-priced for him, because he is bewildered by the size of the catalogue and the elaborate installations which it features most prominently. A more modest book does not frighten him, and when the salesman calls with the big catalogue a few words of explanation serve to concentrate his mind upon the apparatus which is really within his means.

HOW ONE DANGER IS OBLVIATED

This danger of frightening prospects is recognized by many manufacturers of high-priced merchandise, and is taken into account in making personal sales, though it is not always remembered when it comes to catalogue-building. The piano salesman, for example, makes an effort to get some idea of how much his prospect can afford to spend before he recommends any particular instrument. He does not extol the virtues of an \$800 player to the man who has made sacrifices in order to save half that amount. Too many catalogues, however, are built with the intention of making a strong impression, and they succeed in making many prospects think that the goods are entirely beyond their present means.

The above instances are comparatively simple. But it frequently happens that some prospects know a great deal about the goods, while others know little or nothing about them. For example, many products are bought and used by owners and users of buildings, and at the same time are frequently specified by architects and engineers. The two classes of buyers must be approached differently, but the two classes are not distinct. To put all of the arguments, technical and non-technical, in a single book would result in a great deal of waste; but to put *all* of the technical matter in one book and *all* the non-technical arguments in another would be to rob both books

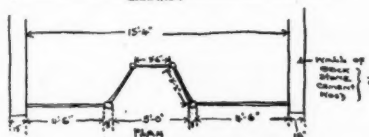
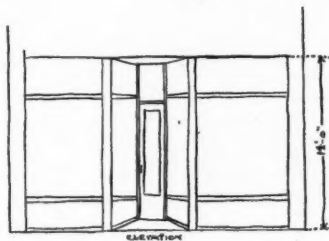
of part of their appeal. Most technical men respond to a limited extent to popular appeal, and most non-technical men have some technical knowledge. Two distinct books are essential in cases like this, but the balance of technical and non-technical matter in them, in order to secure the greatest pulling power, can be determined only by a careful study of the actual market conditions.

The Kawneer Manufacturing Company, Niles, Mich., is a builder of metal and glass store fronts. Naturally its proposition must be presented to owners and tenants of store buildings, to architects, builders and engineers. W. S. French, publicity manager of the company, describes the solution of the problem as follows:

In our business we have practically two classes to sell—the structural men (architects and contractors) and the commercial men (tenants and store building owners). To the architects and contractors we use the 1918 blue catalogue, which treats of the mechanical or technical side of Kawneer store fronts, and various photographs with suggestions are interspersed. Mechanical men are more keenly interested in such elements as permanency, durability, stability and correct architecture than in the commercial elements of store fronts.

To the merchant and store building owner we first send the "Boosting Business" catalogue which, as a whole, is compiled so that every merchant, no matter how busy he may be or how big a store he may run, can comprehend immediately what we're driving at. In "Boosting Business" photographs of some of the finest modern store fronts in the country are shown, also drawings of suggestions. Merchants are always interested in modern store fronts whether they contemplate remodeling their own at any particular time or not. After "Boosting Business" has been sent, Mr. Inquirer then receives the little booklet, "Letters About Store Fronts," then the third booklet entitled "Sales-Producing Store Fronts."

The catalogues themselves illustrate how the company handles the two classes of buyers. The technical catalogue has a plain blue cover with the embossed reproduction of a bronze nameplate bearing the words "Kawneer Store Fronts." It contains a great number of structural drawings and technical descriptions of the goods, but the popular, commercial appeal is not neglected. This latter is represented by pho-



SEND US A ROUGH SKETCH
OR A PHOTOGRAPH

DON'T have to be a mechanical draftsman to be able to rough up a sketch of your present front. Just draw an elevation, looking at it from the street, and show the approximate locations of the columns, steps, etc. Then measure from the sidewalk to the under edge of the top joints—or to the top of the upper sash.

Now draw a plan—show the width of the columns and state the material they are built of (stone, brick, wood or concrete) and show the distance of the door back from the front columns. Also measure the distance from wall to wall.

You needn't draw your sketch to scale. The above dimensions will enable us to make suggestions. When you send in this sketch tell us what lines you carry, etc.—don't be afraid of giving too much information—we need it to help you.

PLAIN DIRECTIONS FOR THE NON-TECHNICAL BUYER

tographs of stores before and after the application of Kawneer fronts, and by suggestions that store owners look to the architect and builder to increase the value of their property.

The commercial catalogue, on the other hand, has a cover design which shows an attractive street scene in front of a well-equipped store, and the company name does not appear. In this book the emphasis is placed upon "before and

after" photographs, arguments on the sales value of attractive fronts, the ease and rapidity with which fronts may be changed, etc. The technical appeal is not neglected, however, and enough definite information about construction is skilfully worked in to satisfy the storekeeper who cares about such questions.

Direct action is induced by a page (reproduced) asking the storekeeper to send in a rough sketch of his present front. This page is also used as an insert in follow-up letters. Mr. French comments upon it as follows:

Along with the follow-up, letters are written containing inserts of various kinds. One of the most important of these is the "rough-sketch" insert.

Our theory of this "rough-sketch" insert is that a merchant looking upon this crude sketch will immediately think that he can draw fully as well and therefore is encouraged to send in a rough sketch to our branch office which has jurisdiction over his city. Such a sketch enables us more intelligently to make suggestions and to concentrate our arguments around his particular building—not generalize. If we showed a drawing made to scale and finished up in an architectural way, it would immediately discourage the merchant for fear we would too strenuously criticise his art work. This idea is working out very successfully.

We have a number of branch offices throughout the country which handle these inquiries direct, but their development is watched very closely from the home office at Niles.

One of the most familiar types of catalogues, and perhaps the original father of all catalogues, is that which features a long line of products with brief descriptions of each, and prices. No selling argument is included, and little if any information as to the use of the products represented. One of the chief reasons why such catalogues fail of their possible efficiency is because many buyers are not convinced that the goods can be adapted to their particular needs. Most small businesses, for example, might be improved by the use of better equipment, but the proprietors do not know enough about the goods to appreciate the fact that they might be used to advantage. Manufacturers are familiar with the old objection: "That would be a good thing for the great big plant, but it wouldn't do for me."

Here again, it is a problem of market analysis, for the uncovering of such a state of mind is the first step towards removing it. The Brecht Company, St. Louis, which makes machinery and equipment for the meat industry, from the packing-house to the corner butcher shop, includes in its general catalogue for the smaller dealers a recognition of this condition. In the front of the book, following the index, is a wash drawing showing the company's "beef-killing equipment" in use on a small scale. In fact, this is merely the assembling of several products featured in the catalogue and shown in operation, but in effect it is a strong suggestion to the small butcher that he can, without great expense, kill and dress his own cattle. It meets effectively the latent idea that beef-killing apparatus belongs only in the largest packing-houses. It is the result of market analysis, pure and simple, and the idea can be developed almost indefinitely.

A future article will discuss the effect of market analysis upon catalogues from still other angles.

What a "Grand Prix Prize" Is

COMMON SENSE GUM COMPANY
INCORPORATED

BOSTON, MASS., April 9, 1914.

Editor of PRINTERS' INK:

I wish to answer a letter which was addressed to you by a Mr. E. W. Waldron and which appeared in *PRINTERS' INK* under the title of "Filing on the Honors." The letter is dated New York, Feb. 25, 1914, and is as follows:

"Editor of PRINTERS' INK:

"I note that Listerated Pepsin Gum advertises itself in the subway as having received every Gold Medal, Diploma and Grand Prix Prize awarded in both Europe and America for the last five years.

"Will some kind soul explain what a 'Grand Prix Prize' is? It is evidently some prize!"

"E. W. WALDRON."

As Mr. Waldron wishes "some kind soul" to explain what a Grand Prix Prize is, I will, in behalf of the Common Sense Gum Company, try and answer Mr. Waldron's question as to why we use the term "Grand Prix Prize."

Listerated Pepsin Gum is of such approved quality and usefulness that it gets its prizes in more than one language. We have known of an attempt to trade-mark "Better than the best." Tautology is even permissible in law. We cling to all the Prix Prizes we can get; they are really the *Prize Prizes*.
E. C. TARR, President.

Announcing Our Map Service

Your Market Analyzed at a Glance

"Definite Data" maps take the place of tedious figures in our new service—the "last word" in marketing analysis.

They eliminate tiresome brain work, save time and give surer results. A glance at a map is enough to get complete information for the entire United States.

The service will in time include hundreds of maps. Forty are now ready for distribution.

They comprise a thorough analysis of the buying power of the American farmer and the best methods of distributing goods to him.

Compiled by counties they give information for any part of any state of the Union and graphically portray the general centers of production—at a glance.

They begin with the glacial map of North America illustrating the area where the rocks ground up by ice laid the foundation of a fertile soil that aggrandized Agricultural America

—reaching back thousands of years and yet embracing the extent of the sale of 1914 automobiles.

These maps are at YOUR service. See fuller description on pages 2, 3 and 4 of this "insert" and write for what you want.

E. T. Meredith, Publisher

Successful Farming

Des Moines

Iowa

Get the Successful Habit

Announcing Our Map Service

Where is the "Real" Corn Belt Located?

How many who buy space in agricultural papers can definitely define its boundaries?

Here it is reproduced from the last census by the advertising service of Successful Farming.

All the other important "belts" are shown in a similar way, the potato belt, the wheat belt, hog belt, apple belt, cotton belt, dairy belt, and many others.

Specific information is also given on "Definite Data" maps for the number of dealers per state, rainfall, seasons of harvesting and planting, and general values of crops, buildings, and land, etc.

Are Your Goods Sold in Best Homes?

Then you need this service, for a map showing the value of farm homes, considered with others showing the location of farms of such size as to enable the owners to buy heavily of this world's goods, and coupled with a map showing the location of the class of dealers who handle your goods will give you concrete information and "Definite Data" that will enable you to lay out a result-bringing sales and advertising campaign.



THE "CORN BELT"

Map No. 1 of Corn Yield Series, (one-tenth regular) complete
tion of the "corn belt" and giving information for any
One dot represents 100,000 b

Announcing Our Map Service

Stops Guessing for the Publicity Advertisers

The advertiser who avails himself of the service of these maps need no longer guess. He can get down to brass tacks. He can analyze not only the possibilities for sales but the opportunities for distribution.

And for the Mail Order Advertiser

They will show him how he can most economically reach the different areas from which he can expect the most sales, where are found the best crop conditions, where the most money on deposit, where fewest retail dealers; as well as other essential things.

And for Every Farm Paper

Any farm paper in the United States, regardless of class or character, can use these maps to present its territory to advertisers for they cover not only the territory of Successful Farming but reveal the possibilities in the territory of every other farm paper.

Any advertiser can use these maps in determining the worth of the territory of any

particular farm paper he may be considering as they demonstrate the possibilities for the whole United States very clearly.

This service is not only the "last word" in marketing analysis but it is the Alpha and Omega of all territorial data.



"CORN BELT" MAP

compiled from county returns—illustrating the location of corn for any part of any state of the Union.
100,000 bushels.

Announcing Our Map Service

Their Scope

A catalog will be issued soon announcing the full details of this service.

But to enable advertisers whether our patrons or not, agency men and others interested in advertising, to avail themselves of this service at once we give the following preliminary description of the nine series.

Series No. 1

Soil Elements

Analyzes thoroughly and portrays graphically the fundamentals of America's agricultural greatness by maps covering the glacial area, rainfall, temperature and seasons.

Series No. 2

Farm Area

The first map shows where are located the lands most adapted to profitable farming and other maps where are found the greatest number of smaller farms, the larger farms and the ranches.

Series No. 3

General Valuations

From returns compiled by counties this series show for any part of every state in the Union the value of land, the value of buildings, value of farm machinery, value of crop production, and value of live stock, etc.

Series No. 4

Crop Yields

Maps with data from county returns on the production of grains, hay, fruits and vegetables give the production of any state, or any part of a state and reveal the centers, such as the "Corn Belt," "Wheat Belt," etc.

Series No. 5

Farm Live Stock

Also compiled from returns by

More authentic information not suitable for charts and maps has been gathered and is also at your service.
How can we serve YOU?

E. T. Meredith, Publisher

Successful



Farming

Des Moines

Iowa

More than 600,000 a Month

counties and gives accurate and thorough information at a glance for any part of any state of the United States on all farm live stock and poultry, besides showing the locations of the "belts."

Series No. 6

Operation Expense

This series shows the cost of labor fertilizers, feeds, etc. An important map of the series will be one showing the average net incomes of farmers in all parts of the Union.

Series No. 7

Farm Tenure

Deals with the number of farm owners in each state, number of tenants, mortgaged farms, etc., and is compiled, as are most of the other maps, from returns by counties.

Series No. 8

Merchandise Distribution

Give location of dealers in various lines by states—important for general publicity advertisers.

Series No. 9

Farm Paper Circulation

Maps similar to the map of corn production shown on the preceding page compiled from the circulation reports of farm papers show graphically exactly where their circulation is located.

License to Advertisers to Use Truth Emblem

Fort Worth Plan in Essence to Be Recommended to Toronto Convention—PRINTERS' INK Cup Contest to Be "Debated" Before Convention—Chicago Wants 1915 Convention

THAT the Truth Emblem of the Associated Advertising Clubs of America be licensed to advertisers on the general lines of the Fort Worth plan, so-called, is the recommendation which the special committee of the General Publicity Committee of the A. A. C. of A. made to the Executive Committee at its meeting in Indianapolis, April 10. The alternate proposal to license advertising media was discarded as "impractical and unpopular." No charge will be made for the privilege.

This was possibly the most important matter to come before the Executive Committee, over whose sessions President Woodhead, of San Francisco, presided. Of scarcely less interest were two or three other matters.

CHICAGO WANTS 1915 CONVENTION

As a complete surprise, it became known during the course of the meeting that Chicago expects to make an effort to get the 1915 convention, despite the general understanding that San Francisco is to follow Toronto as the meeting place. The basis for the contest, should there be any, would be the fear that the A. A. C. of A. convention would be "buried" and lost to sight in the multitude of conventions certain to be held in San Francisco during the season of the Panama-Pacific Exposition.

It was decided by the Executive Committee that the PRINTERS' INK Cup contests should be ventilated on the floor of the convention instead of mere announcement being made of the name of the winning club.

Mr. Waldo, chairman of the publicity committee, reported that practically all the magazines had

agreed to give free advertising space for advertising the convention; the space, if paid for, would cost more than \$100,000. The newspapers are also co-operating. A booklet of ads, written by Edward Mott Wooley, will be mailed out.

The Toronto programme prepared by the committee headed by John K. Allen was adopted.

COMMITTEE'S RECOMMENDATION ON TRUTH EMBLEM

The recommendations of the special committee on the Truth Emblem, R. H. Waldo, chairman, in full, are as follows:

1. That the Fort Worth plan be made the basis of an effort for licensing the Truth Emblem to advertisers.

2. That the Truth Emblem shall be licensed without money charge or endeavoring to make it a factor in the financing of the Associated Clubs movement.

3. That the National Vigilance Committee be charged with the duty, exercised through its local branch, of handling protests against the right of any advertiser to use the Truth Emblem, where such protest is disregarded by the local club officials.

4. That no club shall be authorized to issue licenses unless it has an active vigilance committee, duly authorized by the National Vigilance Committee.

5. That the licensing plan, perfected as to detail, be brought before a general session of the A. A. C. of A. at Toronto for ratification and adoption.

The report of the committee was based upon a referendum vote in which 127 clubs, with 5,892 members, out of a total A. A. C. of A. membership of 10,026, participated. This represented the result of several successive attempts to obtain the opinion of all of the clubs.

The result of the canvass was as follows: Clubs favoring Fort Worth plan to license advertisers, 39; clubs favoring issuance of licenses to media, 9; clubs favoring an alternative plan, 9; non-committal, 14; disapproving any licensing, 2; clubs favoring the idea of the emblem bringing in revenue, 25; clubs opposed, 10.

"Without intending to reflect on the publishers," the report says, "your committee confides to you that a large number of our correspondents seem to think that the A. A. C. of A. would have to muster in a vigilance committee

Hustle

vs.

Hurrah

I know a sales manager who occasionally assembles his force and gives them a bright and lively half hour in which he beseeches every one to forget his troubles and to start afresh. He generally dismisses his force with the satisfaction of knowing that he has given them some ginger and that they will work with new enthusiasm for a few days. These salesmen go about their affairs and try to produce substantial results by their knowledge of the business plus the tonic that has been given. But tonics soon go stale.

I do not believe in producing enthusiasm that way. Every Monday afternoon at five o'clock I assemble the soliciting, credit and collection men of The Times advertising department. Each one is expected to bring his troubles before the meeting and it is my business to help him overcome those troubles. I do not ask any man on the business side of The Times to forget his troubles, or to try to dodge them. I am here to help him meet those troubles and get the better of them.

We of The Times know that we have obligations to our readers and obligations to our advertisers. We know that we have competition, not only from other newspapers, but from other mediums of advertising. We know that we must deliver value received to an advertiser for his money. We don't believe in dodging these responsibilities, preferring to face them, hammering out our troubles, and so make our success lasting rather than temporary.

We have had this system for some time, and for some time we have carried the largest quantity of advertising and served the largest circle of readers of any newspaper in the Pacific Northwest. Salesmanship with us is not a flim-flam, it is sane and sensible. That is why our family of solicitors stay with us and their customers stay with them.

JOSEPH BLETHEN, Manager.

[From The Seattle Sunday Times]

Advertisers interested in a territory which supports a paper run on such a basis should communicate with

Times Printing Co.

Seattle, Washington

The S. C. BECKWITH SPECIAL AGENCY

Sole Foreign Representatives

New York

St. Louis

Chicago

of about *one million* if it entrusted the emblem to media."

The opinion expressed by many clubs that large advertisers would not care to use the Truth Emblem if small advertisers were permitted to do so was considered by the committee to be counterbalanced by other considerations, of which the following statement by the Pilgrim Publicity Association of Boston is representative: "Under the Fort Worth plan," it says, "the constant use of the emblem by individual advertisers in all parts of the country, even though they were mostly small advertisers, would tend to familiarize it, and obviously, it would be to the advertiser's advantage to call the public's attention to the significance of the insignia."

While more clubs favored the idea of the emblem bringing in revenue than opposed it, namely 25 against 10, the number approving it constituted only a third of the clubs participating in the canvass.

Eventually the matter was referred to a committee consisting of D. N. Graves, of Boston, Walter B. Cherry, of Syracuse, and A. E. Chamberlain, of Chicago, to act jointly with the Conference Committees in making a final report to the Executive Committee at Toronto.

An interesting incident with reference to the matter is that two members of the Fort Worth Advertising Men's Club, E. R. Henry, president of the club, and J. Montgomery Brown, who originally suggested the Fort Worth plan, were sent up to Indianapolis all the way from Dallas, at the club's expense, to advocate the plan before the meeting of the Executive Committee. They secured just two minutes before the committee as an offset to three days' traveling; but, as it turned out, the two minutes were ample.

President Woodhead made these other appointments:

PRINTERS' INK Cup Committee, C. R. Stevenson, Mishawaka, Ind., chairman; R. G. Howse, Chicago, and J. D. Barnum, Syracuse.

Baltimore Trophy, W. Wood-

ward Cloud, president of the Baltimore Advertising Club, chairman.

Advertising and Selling \$1,000 Prize Offer, Paul T. Cherington, chairman.

AS TO "PRINTERS' INK" CUP

With reference to the PRINTERS' INK's Cup, the significant action was taken by the Executive Committee of deciding that at the Toronto convention and succeeding conventions the plan will be adopted of giving to the representative of each club contesting for the cup a certain specified amount of time to present its claims on the floor of the convention. It was felt by the committee that the present method of referring all matters to the cup committee and having them merely report the result to the convention had the effect of largely defeating the very purpose of the cup, which was not only to reward the successful contestant for the honor of doing the most for itself, the community and the cause of advertising, but also to increase the interest of all clubs and the number of such contestants.

John K. Allen, of Boston, explained in detail the plan for the contest for the cup.

"Each club contesting for the cup will have to file its claim, in advance, in the form of a brief," said Mr. Allen, "and will, through a capable orator, then take the floor for a verbal presentation of its claims. In this manner the occasion will resemble the manner in which candidates for office are nominated before political conventions and there will, of course, be much enthusiasm for the various speakers.

"Our idea in connection with these brief oratorical efforts has been that while the contest could be decided on the showings in the briefs alone, the speeches in the general session would be of the greatest value in that the clubs would thus get definite information as to what the most progressive of the individual clubs were accomplishing. Thus, the members of various clubs will leave the Toronto convention with a

Men who read much correspondence learn to read from the character of the stationery facts that the writer did not know he was revealing.

Old Hampshire Bond

Old Hampshire Bond reveals a man proud of his business—for the man who is not proud of his business feels no incentive to put his letters on such paper as Old Hampshire Bond.



Write on your present letterhead for samples of modern letterheads—if you care to, include 10c for a package of semi-business stationery.

HAMPSHIRE PAPER CO.

South Hadley Falls, Mass.

The only paper makers in the world making bond paper exclusively.

lot of valuable pointers and information as to what they can suggest to their own clubs back home. Naturally, the various contesting clubs will put their best orators forward and we believe this contest will be one of the most interesting, as well as a particularly valuable feature of the programme."

Mr. Allen will issue a letter, within a few days, to the various clubs in the association, calling their attention to the 1914 plan for the PRINTERS' INK Cup contest.

Bull Durham "Stunt" in Boston

A novel device for the advertising of "Bull Durham" cigarettes from "Bull Durham" smoking tobacco was shown in Boston last week after dark, when a huge automobile truck, bearing on either side a canvas screen surrounded by plate glass, depicted the making of a cigarette from start to finish.

The picture shown was that of a young man seated at a table on which lay a bag of Bull Durham. Pouring out some of the tobacco into the cigarette paper, which he held in his hand, he proceeded to roll the cigarette and light it, showing by the smiles on his face that the smoke was certainly a very pleasing one. The picture appears in lifelike colors, a motor operated by a battery successively lighting up the various portions of the painted canvas necessary to show each stage of the smoker's movements.—*Tobacco World*, April 1, 1914.

Comparative Cost Argument

Willy's Utility Motor Trucks are being advertised through a series of advertisements based on costs. One piece of copy gives figures of interest to the merchant with a horse delivery. It shows that the average cost of a mile, twenty miles a day average, of a team of horses is a fraction over 30 cents. This includes the driver's wages, horse feed, depreciation, shoeing and up-keep. Comparing this with Willy's Service, it shows that the average cost per mile, 50 miles a day, average of a Willy's Utility Truck is a fraction over 15 cents a mile. This includes driver's wages, depreciation, insurance, upkeep and supplies.

Testimonial Letters Featured

The Luzianne Coffee Company, New York, is running a series of newspaper ads under the caption "Read This Letter." The copy of each ad consists of a testimonial letter from some housekeeper who has tried the coffee. Merely the initials are used, but a line appears at the bottom saying that the original of the letter can be seen at the offices of Reily-Taylor Company. The letter is set in an 18-point bold face type and is set off by wide white-space borders.

Office Space Sold as a Commodity

A SUCCESSFUL advertising campaign was run in connection with the opening of the Marsh-Strong office building in Los Angeles, Cal. The use of vigorous advertising to get tenants for business structures is not yet general, and the fact that 287 out of a total of 300 offices were rented for long-term leases on the opening day indicates that this kind of publicity pays even better than the average.

The advertising campaign was handled by C. E. Cooper. The newspapers were used, large space being purchased and strong layouts, showing the style of the building, its excellent location and other good talking-points, being provided. This was followed up by circular work, including folders, form letters and booklets, while a force of salesmen, trained to sell space in the building as though it were any other merchantable commodity, was put out. Thirty days before the formal opening ninety per cent of the space had been sold.

The opening, which took place February 7, was in keeping with the previous campaign. The owners of the building invited the public to inspect it, and 14,000 visitors accepted the invitation. Ten thousand bunches of violets were given away, while each visitor was given a handsome booklet showing the various features of the building and describing its history. Thus, besides filling the offices, the campaign accomplished the equally good purpose of making the building one of the best known in the city right from the start.

A Twenty-five Year Old Definition

"Advertising is a form of 'drumming' or canvassing, with the drummer and the canvasser left out. It lacks the advantage of personal address, the adoption of statement, argument, or offer to each case, and the display of samples, but on the other hand it is infinitely cheaper than personal canvassing or visitation, in proportion to the number of possible customers reached."—PRINTERS' INK, August 1, 1888.

"Strong, fine, clean"

"THE story is strong, fine, clean
—excellent small town stuff."

The editor of **WOMAN'S WORLD**
made this comment on a serial
just accepted.

Good adjectives for an editor to use—
and to hold as an unconscious standard
for his readers.

Such editorial standards as "fine" and
"clean" ought not to be unusual. But,
alas, they're scarcer than they used to be.

WOMAN'S WORLD

Chicago



The "World-Wide" Economist

**Greatest Single Issue of any
Trade Journal Ever Published**

Editorials in four languages.

Three hundred and two pages of paid advertising—representing 347 leading manufacturers in all dry goods lines—at least 50% more business, in dollars and cents, than ever carried in a single issue of a trade paper.

Nineteen thousand five hundred copies printed, bound and mailed to representative merchants throughout the world.

The object of the first world-wide issue of the **ECONOMIST** is to send a strong note of American optimism and enthusiasm to every corner of the civilized earth.

We want our own merchants at home to fully realize the position and importance of American manufacturers; we want merchants abroad to more fully appreciate America's place and power in the world of merchandising. It is with special pleasure that we acknowledge the help and co-operation of every merchant—manufacturer—jobber—importer—exporter—in producing and distributing this monumental issue in record time.

We are now preparing to publish, on June 20th, the second **ECONOMIST**

World-Wide Number

Further information will be announced later. In the meantime, we shall be glad to send a copy of the present "WORLD-WIDE" **ECONOMIST** to any firms interested enough to write and tell us what dry goods lines they manufacture, import or export—and providing that copies are available. Better write *now*.

Dry Goods Economist

231 West 39th Street, New York

Forms close Wednesdays

Type page—9 x 13

BRANCHES:

Boston, 201 Devonshire St.

Philadelphia, 929 Chestnut St.

Chicago, 215 So. Market St.

St. Louis, 1627 Washington Ave.

Cleveland, 516 Swetland Bldg.

San Francisco, 423 Sacramento St.

Manchester, Eng., 92 Market St.

Ads Revised to Simplify Displays

Selling Strength Gained By Arrangement of Some Current Ads—Over-Emphasis Remedied by Subordination of Relatively Important Parts—Improvement in Recent Cammeyer Ads

By Gilbert P. Farrar

THE tendency toward simplicity in the typographical display of advertisements has been a boon to the reader; it has also imposed the need of nice discrimination on the writer of the copy.

In the good old days when advertising was sowing its wild oats, so to speak, it could appear in almost any outlandish garb—it was "just an advertisement," so why should anybody worry? Accordingly, an advertisement usually was overdisplayed; under-scoring competed with caps and bold face; emphasis was everywhere; nowhere a let down for the eye or mind. Everything was major; no minors.

Typographical display to-day is adapting its style to the theoretical functions of advertising; the vital message, pithily phrased, is in display; it is read by him who runs; it stops the roving eye and leads it into the selling argument. If the displayed lines do capture the wandering eye, and the mind behind it, they are successful, regardless of the argument in smaller type.

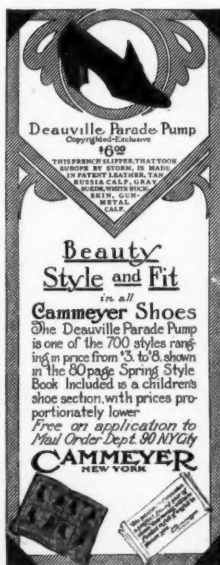
The successful ad of to-day is a pretty piece of team work on paper; a sort of tandem team—the display in front and the lesser display behind, both together pulling

the reader's interest toward conviction.

What, then, shall be displayed? Sophisticated writers of copy may call this an elementary question. Very well; then many advertisers, judged by their displays, need elementary instruction. As a matter of fact, this is *not* an elementary question; to give the correct display to a piece of copy calls for the exercise of sound editorial judgment—the kind of judgment the city editor uses when he directs that only a stickful be made of this, or a column of that. Advertisers may be expected to stumble occasionally over the complicated problems of typography; they can't be at once expert manufacturers and skilled copy craftsmen.

Persistent constructive criticism is needed; brass-tacks comments are never out of order. So now for a few exhibits.

Occasionally one may discover two advertisements put out by the same advertiser that are the ze-



Deauville Parade Pump
Copyright-Exclusive
#62


THIS FRENCH-MADE, TRAY-TOON
SHOES BY STONE, IS MADE
IN PATENT LEATHER, TAN
RUSSET, CALF, GRAY
OR BROWN, WITH
METAL
HEEL
CAP

**Beauty
Style and Fit**
in all

Cammeyer Shoes
The Deauville Parade Pump
is one of the 700 styles rang-
ing in price from \$3. to \$8. shown
in the 80-page Spring Style
Book. Included is a children's
shoe section, with prices pro-
portionately lower.

Free on application to
Mail Order Dept. 80, N.Y. City

CAMMEYER
NEW YORK



\$7.00

—THE—
"CAMMEYER"

**Snappy Toe Model Is Here in
High Shoes With Promise
of Great Popularity.**

A most remarkable instance of
the way "CAMMEYER" converts
value into a shoe is clearly evi-
denced in this offering.

A shoe beautifully finished in
Custom style, with a flat heel
and the ever-popular blind toelets.
Without doubt the most popular
model ever shown in New York
City.

Made in Dark Tan Russes.
Calf Lace \$7.00

Made in Black Calf Button... 7.00

Made in Imported Patent Calf
Button 7.00

There's many a man whose
Heads' Troubles have been
turned right here in this store.
Why don't you join the Great
Army?

A postal will bring you our
new Fall and Winter Catalogue.

Cammeyer
Stepped on a
Shoe snap

Standard & Merit
6th Ave. at 20th St.

FIGS. 1 AND 2—NOTE THE IMPROVEMENT IN FIG. 2 OVER
EARLIER COPY IN FIG. 1

nith and the nadir of typographical display; one is near-perfect and the other is its opposite.

The Cammeyer ads shown in Figs. 1 and 2 have so little in common that it is hard to believe that they were given out by the same advertiser. Advertisers strive as a rule to give more "class" to ads aiming to reach women than to those seeking the attention of men. Yet one can very easily overdress an advertisement designed to appeal to women—one soon reaches a point beyond which hand-lettering and fancy touches serve to confuse rather than to convince.

I am inclined to agree with those who state that there should be one fixed rule in the handling of copy. What you might call the merchandiser ad man should sketch out the rough idea for both the artist and the copy man. He then should see that the copy man and the artist do their work in a way that will result in a closely knit argument. It is easy for either the artist or the copy man working without co-ordination to submerge the essential selling idea.

Fig. 3 is of that style of display which usually shows the hand of the new advertiser. Yet



Sample also mailed for six cents in stamps. Ask for our booklet, "Health and Beauty."

FIG. 3—"DIFFERENT" YET NOT STRONGLY DISTINCTIVE

The cut of the shoe in Fig. 1 is so placed as to be somewhat of a superfluity in the display rather than an organic part of the argument for which the advertiser is paying his good money. In Fig. 2 the picture of the shoe, and of the box and the display of the price and of the name, are where you can see them instantly. The border has just the right touch. There is enough of it and not too much. Fig. 2 is a selling display. You realize it instantly if you reflect.



FIG. 4—REVISION TO BRING OUT THE ESSENTIAL FACTORS

sometimes even experienced advertisers try, it may be in desperation, this style of display in order to achieve "something different." Yet it is well to urge, as I have urged many times, that the striving for something different may easily result in something grotesque and outlandish rather than in something distinctively effective. If everything is different, if display is stamped on every part of the copy without discrimination, there

(Continued on page 68)

Advertising gains usually show which way the wind is blowing.

In the case of the ILLUSTRATED SUNDAY MAGAZINE, the wind is blowing toward further progress, proved by the fact that although the advertising in Magazines has been rather dull, this Publication has made a gain every month this year.

In January, the gain was about 25% over the previous January.

In February, the gain was about 15% over the previous February.

In March, the gain was about 20% over the previous March.

In April, the gain was about 7% over the previous April.

The May issues so far show that these gains are continuing. Perhaps this progress is being made because so many Advertisers now say that there are few weekly publications which publish so good a Magazine as the

ILLUSTRATED SUNDAY MAGAZINE

Line Bear Inc.

NEW YORK BOSTON CHICAGO

A New Classification For Women's Magazines

Many centuries ago King Solomon said, "Of the making of books there is no end."

A century and a half ago Samuel Johnson wrote "The trade of advertising is now so near perfection that it is not easy to propose any improvement."

But the world moves.

There is always a place for the book, advertising improvement, or magazine with a real message.

The Delineator, the Ladies' Home Journal, Munsey's, System, Vogue,—each of these and other magazines have filled a need unrecognized until their particular publisher saw it.

The publishers of TODAY'S MAGAZINE FOR WOMEN saw the need of a new kind of publication in the woman's field that should combine

Popular Price

Large Circulation

Maximum Utility

By utility we mean practicality, genuine usefulness—to the average woman whose business in life is to manage a home and raise a family.

Seldom has a magazine filled a niche that so needed filling as the niche now filled by TODAY'S.

The following is our classification of the leading women's magazines, and shows where TODAY'S belongs: (With all due respect to other publishers.)

General Women's Magazines

Ladies' Home Journal
Woman's Home Companion
People's Home Journal
Ladies' World
Woman's World
Housewife
Etc.

Fashion Magazines

Delineator
Pictorial Review
Designer
Woman's Magazine
McCall's
Criterion of Fashion
Etc.

Specialized Publications

Vogue
 Harper's Bazar
 Modern Priscilla
 Mother's Magazine
 American Motherhood
 Etc.

General Utilitarian Magazines

TODAY'S
 Good Housekeeping
 (No etc.)

If you will turn to a copy of TODAY'S MAGAZINE FOR WOMEN you will see the justification for the above classification. The proportion of practical matter to general matter; the number of regular utilitarian departments—(15 or more in every issue); the handling of these departments by experts rather than by staff writers; these are a few of the facts you will notice in TODAY'S.

Since TODAY'S reached the point where it was actually fulfilling its editorial purpose, we believe the subscriber interest and the purely voluntary subscriptions have established a record never attained by any other magazine. There can be no doubt that the niche was there and that it has been filled.

TODAY'S editor, to a maximum, gives each of our subscribers suggestions on how to improve her menu, appearance, house, children, self. (You will find a buying idea in almost every line.)

TODAY'S advertisers have the opportunity to give each subscriber the names of the materials, tools, utensils, for the improvement.

Are you taking advantage of this close and most unusual kinship between editorial and advertising columns?

Circulation guarantee, 800,000 net average, 95% paid. Rate, \$3.50 per line. Closing date in New York, 10th of second preceding month.

For further details regarding TODAY'S as the woman's technical magazine, write for your complimentary copy of "TODAY'S of Today"—an extraordinary little book of facts.

Today's
Magazine for Women

461 Fourth Avenue, New York

Frank W. Nye

Advertising Manager
 Western Office
 People's Gas Building
 CHICAGO, ILL.



FIG. 5—HOW BORDER MAY OFFSET STRONG HEADLINE



FIG. 6—BORDER SUBDUED, UNITY PRESERVED

is no display. Confusion to the eye and mind of the reader results from the reading of an ad where there is no contrast or little contrast.

In revising this ad in Fig. 4, I have tried to stamp the essential parts of the ad with the emphasis of heavier display. The oval border is drawn free-hand. There is also some lettering. There is no subtle point made in this revision. The essential factors are emphasized—the name of the goods, where they can be bought and a picture of the package. The rest of the matter is secondary—that is, the rest of the ad, to revert to the figure of speech I used above, is the second part of the tandem team.

In making this revision it seemed to me that the offer of the sample and of the booklet could be run in after the phrase, "Always Look for the Trade-Mark," and thus be made a part of the entire ad. The name and the address can well be made smaller than they appear in Fig. 3 because few persons who read a periodical are apt to order direct from the manufacturer. Hence, the change of position and the use of heavier type for the phrase, "For Sale by All Druggists and Perfumers."

While I realize that few experienced writers of copy would produce an ad like Fig. 3, I believe that there are a large number of the readers of **PRINTERS' INK** who may profit by such displays as this. The lesson is so obvious that it may be applied with advantage in instances where

temptation is do "something different" is offered.

In building a small ad, especially one to run, we will say, as one-eighth of a general magazine page, an advertiser is pretty safe in putting a rule about the ad. Sometimes, however, it is wiser to violate this rule for special considerations.

Fig. 5 has too much border. It runs into the heading, thus detracting attention from that very important part of the display.

In Fig. 6 I have tried to remedy this condition. This revision will hold together just as strongly as does Fig. 5, and at the same time it will be seen by more readers.

Examples of over-displayed ads are to be found in a perusal of almost any class of mediums. One



is so
how
displ
for
urge
Fi
once
Comm
full
the
of t
out
Use
out
Can
disp
will
the
Life
new
disp
sote
the
poi
not
wor
pos
A
the
ful
the
end
the
an

jun
Sch
the
She
ing
nin
stu
sch
sec
tain
cha
Ma
list
In
\$1,
she
of
be
ma

er
op
W
G
6-

is sometimes astonished to note how many advertisers are over-displaying their copy, although for years expert advice has been urged against this practice.

Fig. 7 is one of a series of ads once issued by the Pantasote Company. The original was a full page in *Life*. I suggest that the reader try to see how much of this display he can read without becoming tired or confused. Use a magnifying glass to bring out the reproduction shown here. Can anyone say that the style of display in Fig. 7 is the kind that will successfully solicit people of the character of those who read *Life*? I feel sure that if any new advertiser should pattern his display after that of the Pantasote ad, he would soon be shown the error of his ways. The whole point is that such a display does not give the advertiser the full worth of his money, judged by the possibilities of type composition.

A few good display lines, with the rest of the ad in plain, tasteful type, will do the work. If these display lines are strong enough and have the right appeal, the rest of the ad will be read and the sales message delivered.

St. Louis Girl a Leader in Ad Class

Miss Rosalie Tumalty, St. Louis, a junior in the Missouri University's School of Journalism, is the first woman there who has specialized in advertising. She entered a competition in advertising soliciting and writing at the beginning of school last fall, with 15 men students, and at the close of the first school semester in February she ranked second. The advertisements were obtained from local Columbia, Mo., merchants and printed in the *University Missourian*, the daily newspaper published by the students in journalism. In all, Miss Tumalty turned in nearly \$1,000 worth of business. Since then, she has solicited and written all kinds of local ads. She is fitting herself to be a city department-store advertising manager. She is only twenty.

Nordhem Opens New York Office

The Ivan B. Nordhem Company, poster advertising, of Pittsburgh, Pa., has opened a branch office in New York. Windham Phinny, formerly of the O. J. Gude Company, will be in charge.

The Nordhem Company now has nine branches.

How Swiss Government Backs Up Dealers

DRIED fruit which contains excessive sulphur will not be admitted to Switzerland hereafter. But the Swiss Government proposes to relieve those dealers who have already stocked such goods, although it warns them not to continue the practice.

Just how Switzerland has worked out the intricate problem of how to place pure food laws into effect without upsetting trade is seen in this explanation of Consul George Heimrod, writing from Berne under date of February 23:

"A decree of the Federal Swiss Council, dated February 20, 1914, contains the following provisions:

"California dried apricots and peaches that have been imported into Switzerland prior to January 1, 1914, and which contain sulphur dioxide in excess of the 1.25 grams per kilo permitted by existing regulations, may, as an exceptional measure, be sold under the following conditions: Each case must bear a label, with the words 'Sulphur in excess; edible only if well cooked,' securely attached under official supervision. Retail sales must be in packages bearing a similar inscription printed in clear type. Such sales will not be permitted after December 31, 1914.'

"Swiss importers with stocks of California dried fruit containing excessive amounts of sulphur are thus placed in a position to be able to dispose of these goods for which, it is said, they have already paid cash to the California producers. The regulation does not permit the importation of dried fruit containing sulphur in excess of the quantity mentioned during the current year or in the future, and the Director of the Swiss Health Office draws attention to the fact that this exception is not to be regarded as a precedent."

The Conklin Pen Manufacturing Company, Toledo, O., is using the phrase, "It Fills Itself While You Count Four," to indicate quickness of operation.

Speakers Take Strong Stand at Indianapolis

(Continued from page 13)

profit that came from their sale and should not have to lose it on Uneeda biscuits.

Mr. Waldo believed many merchants had been finding out the real way to substitute—that it consisted in substituting well-advertised goods that afforded him a profit for similar goods that did not. He regretted, incidentally, that there was not a freer exchange of ideas and information among merchants.

Mr. Waldo believed the time was close at hand when there would be a decided change in the selling, for instance, of sugar. He told how it had long been the custom for the retailer to handle sugar without a sufficient profit. Crystal Domino, he said, was brought out for the solution of this problem and he believed that the late move of the American Sugar Refining Company to put the various kinds of sugar in packages and advertise this package goods nationally would eventually relieve the merchant from the necessity of selling sugar at a loss. Crackers, spices and many other commodities had once been sold in bulk but were no longer so sold to any considerable degree, and he saw no reason why the same plan could not be applied very successfully to sugar.

BETTER ATTITUDE TOWARD TRADE IMPERATIVE

He believed the time would come when practically everything the grocer sells will be branded piece-goods. In answer to the cry of some merchants that there is "not enough profit in nationally advertised goods," he said that this depended largely upon the efficiency of the merchant. In this connection again, he said, the time was rapidly approaching when the few that did not afford a reasonable profit would find advertising costs prohibitive.

He commended highly the plans of the Colgate people, the South Bend Watch Company and the

Hoosier Kitchen Cabinet Company in their work of keeping in touch with the retail merchant and helping him.

Another thing which had helped to prejudice merchants against nationally advertised goods which had been corrected, he explained, was the custom of stocking dealers up on the strength of advertising which later failed to appear.

Mr. Waldo regretted that some investigations which he and others associated with him had made had shown them that about 80 per cent of the people took the "well-it-is-only-an-advertisement-anyway" view of advertising. He hoped and believed that through better methods, the number who discount the printed, business appeal would be rapidly reduced. Supplementing his statement to a group of acquaintances afterward, he remarked that he hoped to see the day when but a small percentage of the space now required would have to be used to exploit products, attract attention and make sales.

DECREASE OF "FAKE" ADVERTISING

Mr. Neal's address was "Advertising Vigilance the Price of Profits." He thought it unfortunate that the advertising of local merchants in newspapers had to compete often with ads run by irresponsible concerns and outright fakers. He called attention to several alleged tuberculosis cures and "electric belt" ads and believed that the decreasing number of arrests by the Post-Office Department officials for mail frauds was a sign that dishonest people were in the process of being eliminated from the advertising business. He said that in 1911 there were 5,000 arrests, while in 1912 and 1913 there were only 572 and 517, respectively.

In his address, Carl H. Fast showed that the cost of distribution has increased since 1870 and described the efforts of the big department store to serve the public well. He pointed out the importance that was being attached to service.

The session Friday morning was devoted to club-work plans,

Announcement

On April 6th, 1914, The New Orleans Times-Democrat and The Daily Picayune were merged, and hereafter they will be published every morning and Sunday as one newspaper. The name will shortly be changed to

THE TIMES-PICAYUNE

By this merger of two great dailies the city of New Orleans is assured of the greatest newspaper in the South. The splendid constructive work which each has done separately heretofore for the community will now be augmented by the united effort of the two.

The combined circulation of The Times-Picayune represents all that an advertiser can expect as regards both quality and quantity. Definite figures will be given to any advertiser or agent on application and all circulation records will be open for verification.

Circulation now, Sat. issue, April 11, 57,400

Sunday, April 12, 77,149 paid

The subscription price of The Times-Picayune is the same as the price heretofore charged for each individual paper. For information respecting rates and full details write

Cone, Lorenzen & Woodman

Chicago
Advertising Bldg.

Detroit
Free Press Bldg.

New York
Brunswick Bldg.

Atlanta
Candler Bldg.

Kansas City
Gumbel Bldg.

Des Moines
Des Moines Life Bldg.

and in the course of it. William Woodhead, president of the A. A. C. of A., spoke briefly of the plan to divorce the divisions of the A. A. C. of A. from the national body, suggesting that divisions which desired to continue to work as such, could organize, covering such territory as they desired, not however, to be officially connected with the A. A. C. of A. He said there was not a single division where all the clubs were satisfied—not even in the Central division. In the case of the Pacific Coast division, which was organized as an association before the A. A. C. of A. came into existence, he believed the distance from one end of the division to the other was so great that proper representation could not reasonably be hoped for at the meetings and that the same element resulted in such a wide separation of interests that some other form of organization of those clubs would be better, if an organization of any kind were desired.

GROWTH OF A. A. C. OF A. DETAIL WORK

Mr. Woodhead hoped the Toronto convention would especially advance two great elements in the forwarding of the interests of the A. A. C. of A.—that the association might become more nearly a perfect organization and that an adequate plan might be found for financing the work. Naturally, the eventual perfection of the organization will depend upon the success of financing it, he believed, but he thought that plans were under way whereby it could be financed. In respect to the money needed, he thinks the time has passed when it will be possible to expect men to continue to carry on the detail work as a voluntary service as in the past. He thinks remunerated employees will be needed and eventually field secretaries to serve the individual clubs, strengthen the organization, etc.

Charles R. Stevenson, of the National Veneer Products Company, preceded Mr. Woodhead,

leading the club work discussion with an address on "The Scope of Club Work." He thought club work should extend much further than mere discussions of advertising and named the Ad Sell League of Northern Indiana as a good example so far as programmes were concerned. It was the plan at each meeting to have a discussion especially pertaining to advertising and one of a broader nature, he said, and in this manner, business men generally had been brought into the organization. Thus, the business community was being instructed in the principles of advertising and the need for the various reforms for which the A. A. C. of A. stands. He said, also, that it had been the plan to hold one or two large public meetings each year to which the general public is invited.

The session for manufacturers on Friday afternoon attracted many local people and also some from other Indiana cities who were not members of the associated clubs. Charles Coolidge Parlin, at the head of the department of commercial research of the Curtis Publishing Company, was the chief speaker. He discussed automobile merchandising.

In the early history of the trade, he said, it was easy to sell any car, for the demand exceeded the supply, but the time was now at hand when the supply, in several grades of cars, could be filled, and conditions of selling had changed as a result.

In the automobile business, according to Mr. Parlin, the cost of doing business is of decidedly minor importance to the question of sales volume. He said that in practically every city, local dealers handling the popular cars are the only very prosperous ones.

STYLE AS A SALES FACTOR IN AUTO SELLING

He went interestingly into the fact that in addition to being a machine, the automobile is a *style* carriage and he predicted there would be, in the future, 30 or 40 manufacturers of automobiles, in

(Continued on page 77)

Net Paid Circulation

New York American

As sworn to and filed with the United States
Government:

Average Net Paid Circulation
of the New York Sunday
American for the six months
ending March 31st, 1914

770,027

Average Net Paid Circulation of
the New York American for the
six months ending March 31st,
1914 (exclusive of Sundays),

282,520

AVERAGE GAIN

Compared with the same period
last year

Week-days (excluding Sundays)	20,606 GAIN
Sundays	10,393 GAIN

Greatest Quantity-Quality Circulation

A Music R

C. W. DAVIDSON

C. L. DAVIDSON

THE TALKING MACHINE SHOP

VICTROLAS EXCLUSIVELY

235 SOUTH WABASH AVENUE

NORTH-WEST CORNER JACKSON BOULEVARD

PHONES HARRISON 3725-6

CHICAGO Mar. 28th, 1914.

The Chicago Daily News,
Chicago, Ill.

Gentlemen:-

The beginning of this month marks the anniversary of the greater Talking Machine Shop business which you have done so much to build.

This is a big business now where once it was a little business, and its growth has been so largely in your hands that we should be ungrateful if we let this day go by without some mark of appreciation to you.

I believe you have fathered a News Boy's Association with head-quarters in your building and I can think of nothing more fitting than to send one of our beautiful Victrolas to the boys who have carried our message through you to the people of Chicago.

We have relied upon your paper exclusively in the evening field since our first small start. Day by day, week by week we have put in our advertisement at night and the business has come in in the morning. We have come so to rely upon the number of your readers and their faith in your medium that we feel almost as if a personal message were being sent out through you when our copy is prepared.

Recently, still using your paper exclusively in the evening field, our business has almost doubled itself in a single month. To be exact, our increase has been EIGHTY ONE PER CENT. So it is not hard for you to understand why this letter is perhaps overburdened with good will.

I often feel that in a great, carefully read medium like yours, any advertiser must inevitably succeed if he will simply render service to your readers and if he has something desirable to sell and will tell the truth.

Sincerely yours,

THE TALKING MACHINE SHOP.

CWD-M

C. W. Davidson

Record

The Chicago Daily News prints more advertising of the Talking Machine Shop six days a week than any other Chicago newspaper prints in seven days.

For the first three months of 1914 The Daily News has printed 1,462 lines of Talking Machine Shop advertising. Its nearest competitor—a seven-day paper—printed 972 lines in the same period.

So far this year, The Daily News has printed 65,514 lines of musical instrument advertising of all kinds. Its nearest competitor—a seven-day paper—printed 60,607 lines.

The Chicago Daily News
Over 350,000 Daily

An Announcement

All of our papers in the future will be sold exclusively through the *Birmingham & Seaman Co.*, in the following cities:

New York City
Chicago
St. Louis
Milwaukee
Detroit

We manufacture the following well known grades of paper:

ENGLISH FINISH OPACITY CATALOG
SUPER OPAQUE CATALOG
FEATHERWEIGHT ENAMEL
MAYFLOWER ENAMEL
VELVET WHITE ENAMEL
RADIUM ENAMEL

BRYANT PAPER COMPANY

F. H. MILHAM, President

Mills and General Offices :

KALAMAZOO - MICHIGAN

Capacity 250 tons per day

place of 130 as at present in the United States. This conclusion he reached through an examination of the manufacturing possibilities as well as the distributing possibilities of the situation.

Different from nearly every other line, he said that the automobile manufacturer is forced to produce practically a new following of consumers each year. A car is now used on an average of from two and a half to three years, he said, and by the time the car is worn out, the old user appreciates the fact that there have been many changes in the business and, consequently, his mind is open again.

In connection with the twice-a-year "clean-up" in the business, he said the manufacturer spends more in advertising than might really be absolutely necessary to put the cars in the hands of the public. The manufacturer does this rather than run the risk of having any on hand or in the hands of his dealers at the end of the clean-up time. For example, \$100,000 in advertising might be enough, while manufacturers often use \$150,000, the additional \$50,000 being in the nature of insurance that the season's business would really "go over." While the actual loss of \$50,000 was a considerable item, he suggested that it did not compare with the losses which would result if the clean-up time passed with the cars on the manufacturer's hands.

This was of value, too, he said, in connection with price-maintenance. The dealer would rather get the full price for the car than to lose, but would rather cut and lose a part than to keep the car and lose all. The manufacturer, therefore, must make doubly certain that his cars will all get into the hands of the people, and at the right price.

More than 300 people attended the banquet of the convention held Friday night. The entertainment features of the gathering were unique. A stage had been built at one end of the room and on this appeared vaudeville actors costumed to represent the Cream

of Wheat negro, the Gold Dust twins, the Fairy Soap girl, the Quaker Oats man, the Old Dutch Cleanser woman and the Rogers 1847 girl. There were no speeches and no drinks were served at the banquet, which was followed by dancing and was preceded by a concert of the Indianapolis *News'* Newsboys' Band.

Except for an address by Harvey Conover, of the Thomas Cusack Company, Chicago, the Saturday morning session was devoted to club business. Mr. Conover, by the use of stereopticon pictures, traced the history of outdoor advertising of several kinds. Mr. Conover said that much of the opposition to outdoor displays had arisen through abuses during their early development, when less care was used as to the beauty of the boards and their surroundings. In this connection, he showed pictures of high-class boards of several types, one picture was of an Omaha bulletin with special landscaping in the foreground. Other pictures showed what sort of rubbish and other "scenery" outdoor displays obscured from view.

The final entertainment of the convention was a luncheon and cabaret in the model dining-room for employees of the new plant of the Kahn Tailoring Company, where the advertising men and their wives were the guests of Ernest Cohn, the advertising manager.

Features of Topeka Street-Car Campaign

The Topeka, Kan., Railway Company, operating a street-car system in the Kansas capital, recently launched an advertising campaign which is a notable example of good-will creation, as well as a business-producing plan. Occasionally the ads emphasize the safety-first movement which is now under way nationally. However, most of the space, which is used daily, is devoted to creating business.

Sometimes special service is exploited. Other times the company tells frankly of the amount of money it has tied up in rolling stock and attaches, and draws attention to the fact that these thousands of dollars are available for five cents—in effect, at least. In concluding, the company has in several cases urged the Topeka residents to patronize street cars in preference to taxicabs, asserting that the former are as expeditious and safer than the latter.

Color Display in Dealer's Window and How to Make It Pay

By Charles W. Hurd

I

HOW does the Welch Grape Juice Company, spending \$50,000 a year for lithographic and other display in the dealer's show window, get the greatest possible value in return for it? What methods do the Coca-Cola Company, Armour & Co., the Victor Talking Machine Company, the leading tobacco manufacturers, to name no more, each spending easily as much, employ to secure the co-operation of the merchant in using it and the public in appreciating it? What, in a word, is the standard practice in the matter?

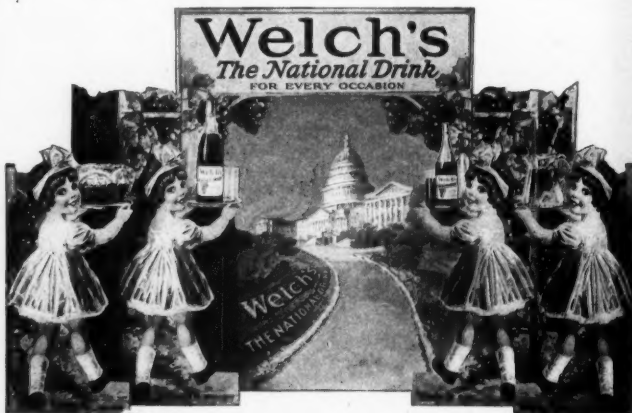
Not all the intelligent users of window display are heavy spend-

It may be a cut-out like the now famous "Moxie" clerk, holding you up with his pointing finger. That cut-out cost 27½ cents to make, or 50 cents carried to the window. It is now well over the 300,000 mark, with dealers always asking for more—all this in the last four years.

A CUT-OUT THAT COST \$3

Or, again, it may be the most elaborate display, a cut-out in several parts with window paste trim besides, like the handsome piece of the Walter M. Lowney Company, which cost \$3 apiece to make, or, counting cartage, salesman's time, etc., about \$5 in the window.

Whatever the cost, it is evident that the use of color display by the



FOUR INDIVIDUAL CUT-OUTS SET AGAINST A SCREEN BACKGROUND

ers. It may be no more than a lithographed car-card they use, which is all the Beech-Nut Packing Company uses much of the time—but, then, the Beech-Nut car-cards are something out of the ordinary and present an excellent appearance when framed and used in connection with the package goods.

manufacturer in the dealer's show window is rapidly increasing, and that this is bringing about many important changes in the situation. It is growing harder, as it should, for poor stuff to get into the dealer's window. At the same time there is a greater representation of quality, due to the education of advertisers and competition.

The undoubted waste, attributable partly to the fact that the dealer cannot use all of the matter in his fifty-two weeks, or rather twenty-six fortnights of display per year, partly to the fact that he would not use a large part of it anyway, and partly, again, to the fact that many advertisers do not take the right steps to get it into the window—the great waste can be reduced for the individual advertiser only by having a display that is good and taking pains to see that it actually gets into the window.

What, then is a good cut-out — for cut-outs make up about three-fourths of the displays? It would save thousands of dollars to advertisers if they would study that question as carefully as they do some other advertising question. Because few advertising problems are more important. Many adver-



MOXIE COMPANY CANNOT
STOP DEALERS ASKING
FOR IT

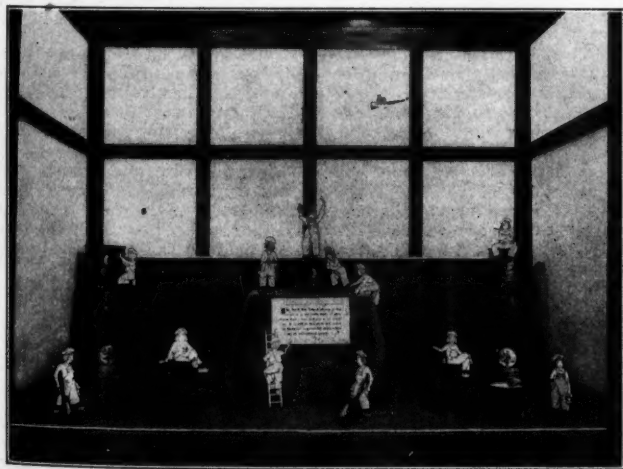
tisers, the evidence goes to show, select their color display without any reference whatever to the selling campaign; they may have a new slogan, or new selling thought, or a seasonal or territorial campaign, but they do not think it necessary to take the lithographers into their confidence about it.

"Just give us something attractive," they say.

COMPUTING WINDOW DISPLAY VALUE

The most experienced advertisers look on window display as much more than pure publicity, and therefore try to

trace results, and compare them in different sections under different conditions. Window displays are generally only part of a campaign including two or more kinds of advertising, and the extent of its influence is therefore too often disguised or



EACH OF THESE FIGURES IS A CUT-OUT REPRESENTATIVE OF NATIONAL LEAD TRADE-MARK

hidden. They have something more than a vague idea as to what to expect of the show window, what the dealer wants him to have, and whether the dealer's judgment is sound; as well as to the "circulation" of such a display and its "cost per thousand."

Accurate data respecting conditions surrounding the preparation and placing of displays has until recently been lacking. We are getting the facts now.

The Kolynos Company, which makes tooth powder and paste,

turn the three relatively unprofitable months of the summer time into a paying season. Not a little of the credit for this is given the cut-out.

DEALERS BEGGED FOR IT.

Few pieces of window or store display will probably have a longer life than this bunch of bananas. Requests for them come in from all parts of the field far in excess of the number provided. Dealers display it throughout the year and hold on to it, too. This is largely

because of its unique character and the fact that displays are comparatively rare in the fruiterer's line. At the same time, they have had an almost equally good showing in the groceries.

The appeal of certain cut-outs to dealers is remarkable, in view of the fact that the same dealers mercilessly suppress scores of other displays. The famous Moxie clerk cut-out, of which, as stated, more than 300,000 are out, has crowded out

several newer cut-outs that were designed to give it a well-earned rest. Every time the company has tried to introduce something new it has had to come back to it, and now after four years it is going stronger than ever.

One of the largest and oldest houses in a certain line in the East had been passed in the race for honors by a younger house, which got an exceedingly rapid distribution and held the dealers in line largely by virtue of the exceptional quality of its street-car cards and window and store display. These two mediums are naturally linked together from the facility with which the street-car cards may be made to do duty in the store and window. There were certain territories which were so firmly held by the leader in the line that it was only with the utmost difficulty that any competitor



ALVIN SILVER COMPANY'S CUT-OUT THAT IS "PRETTY GIRL" AND SOMETHING MORE

increased its business in New York City 50 per cent within a year or so by means of window displays, costing in the window about some \$3 apiece and some \$6 apiece. The company does no national or other local advertising. Free samples were distributed in connection with the display and through circularization.

Two or three years ago the United Fruit Company operated its banana department the three summer months at little or no profit. An advertising campaign was laid out to increase the consumption of bananas during that season. Half a million recipe-books, showing different ways of cooking bananas, were distributed to the public through general advertising. But the striking feature of the campaign was the supplying to dealers of a large lithographed cut-out of a bunch of bananas. The result of the campaign was to

could
This
man
mad
card
paig
getti
deal

Al
of
has
ing
qual
und
own
now
own
mar
excl
and
some
com
pose
has
ing
two
the
natio
and
cut-o
of
Thes
out,
quest
chara
play,
in th
line,
the r
the d
And
inali
been
Comp
eigh
ored
its tr
Paint
inches
tudes
signed
of wh
thing
hardw
dow,
accom
The
distrib
Forma
six dis

could get a permanent foothold. This older house, after trying many different methods, at length made a high quality of window-card an important part of its campaign plan, and was rewarded by getting a big response from the dealers.

LIFE-SIZE CUT-OUTS

Another house, doing a business of \$2,000,000 a year, has been manufacturing a line of high-quality goods sold under the dealer's own name. Desiring now to establish its own name and trademark and sell through exclusive agencies, and casting about for some method of accomplishing its purpose in short order, it has resorted to a selling plan of which the two main features are the forced blast of national advertising and a pair of striking cut-outs in the shape of life-size figures. These are just going out, and there is no question that the character of the display, which is unique in the field and unusual in any line, will insure for the goods the maximum of attention from the dealer and the public.

Another display of notable originality and attractiveness has just been put out by the National Lead Company. It consists of a set of eighteen or twenty separate colored cardboard cut-out figures of its trade-mark, the Dutch Boy Painter. They are each about nine inches high, posed in various attitudes. Most of them are so designed as to be hung on the cans of white lead. It is not an easy thing to get a display into the hardware and paint dealer's window, but an unusual one like this accomplishes the purpose.

The Bauer Chemical Company, distributors of Sanatogen and Formamint, procures from four to six displays a year each in a large

proportion of its dealers' windows. Close track is kept of the sales made in connection with the displays, and it has been found that they are lower when the same display is repeated a second and third time. This indicates that the public is responsive to window displays, that sales vary quickly with good material or too quick repetition.



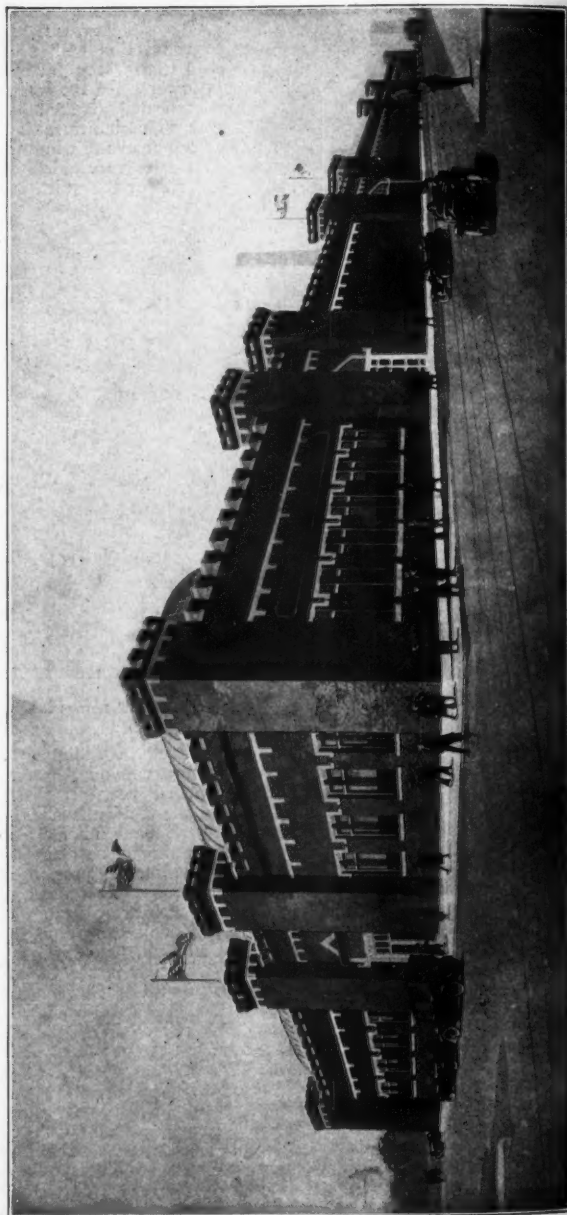
A KODAK HIT—REAL CAMERA FITTED INTO LEFT HAND

"I'm inclined to think we shall have two new window displays instead of one a year," says F. W. Hehmyer, the resident manager.

Among the many other concerns that are putting out striking window display at the present time and increasing their interest and investment in it are Colgate & Co., Eastman Kodak Company, Alvin Silver Company, Oneida Community, National Starch Company (Kingsford's Oswego Corn Starch), the Merrell-Soule Company, Berry Brothers, the Corn Products Company (Snowdrift), N. K. Fairbank Company (Cottolene), Swift & Co., Durham Duplex Razor Company, National Candy Company (Skylark Chocolates), Capudine Chemical Company (Hick's Capudine), Geuder, Paeschke & Frey (Cream City)

(Continued on page 85)

Home of the Thos. Cusack Company



THE LARGEST ADVERTISING PLANT IN THE WORLD

Clearing House

OF THE

Clearing House

OF THE

Outdoor Advertising Association

At our fifth annual convention held in New Orleans—January 19th-24th—we effected an arrangement with advertising agencies which makes it highly satisfactory and profitable to them to embody the employment of our medium in planning campaigns for their clients.

If not familiar with this arrangement it would be well to be advised regarding it.

Our medium, forming the *Outdoor Connective Link*, is becoming more and more a vitally component part of every well-planned campaign.

CHICAGO

Thos. Cusack Company

NEW YORK

Statement of the Ownership, Management, Circulation, Etc., of The New York Times

Published daily and Sunday at New York, N. Y., required by the Act of August 24, 1912.

Editor—Charles R. Miller, The Times, Times Sq., New York City.
Managing Editor—C. V. Van Ande, The Times, Times Sq., New York City.
Business Manager—Louis Wiley, The Times, Times Sq., New York City.
Publisher—Adolph S. Ochs, The Times, Times Sq., New York City.

Owner—The New York Times Company.

Stockholders holding 1 per cent. or more of total amount of stock:

Adolph S. Ochs, majority stockholder, The Times, New York City; Charles R. Miller, The Times, New York City; Edward Cary, The Times, New York City; C. V. Van Ande, The Times, New York City; Louis Wiley, The Times, New York City; John Norris, The Times, New York City; Walter S. Sullivan, 154 E. 74th St., New York City; John G. Agar, New Rochelle, N. Y.; Annie M. McClymonds, Morris Plains, N. J.

Known bondholders, mortgagees, and other security holders holding 1 per cent. or more of the total amount of bonds, mortgages or other securities:

Adolph S. Ochs, The Times, New York City; Charles R. Miller, The Times, New York City; Caroline E. Richmond, 501 Vine St., Chattanooga, Tenn.; Leo Wise, Avondale, Cincinnati, Ohio; New York Trust Company, New York City, Trustee for The New York Times Co. Sinking Fund.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement: **246,118.**

ADOLPH S. OCHS, *Publisher.*

April 1, 1914.

Sworn to and subscribed before me this 1st day of April, 1914.

[Seal.]

J. F. MACDONALD.

Notary Public, Bronx Co., No. 4; registered Bronx County, No. 605; New York County, No. 9; New York Register's No. 6062. Commission expires March 30, 1916.

Comparison With Previous Reports

In each case the average circulation during the preceding six months is shown:

First Report	Oct. 1, 1912.....	209,751
Second Report	April 1, 1913.....	228,534
Third Report	Oct. 1, 1913.....	230,360
Fourth Report	April 1, 1914.....	246,118

Circulation on April 1, 1914, and April 1, 1913

The statement above, required by law, gives the average circulation of the Daily and Sunday New York Times during six months ending April 1, 1914.

The following is the actual distribution of THE NEW YORK TIMES on April 1, 1913, and April 1, 1914.

THE NEW YORK TIMES CIRCULATION REPORT,

(No returns. No unsold papers.)

APRIL 1, 1913, and APRIL 1, 1914.

GENERAL DISTRIBUTION—

	April 1, 1913.	April 1, 1914.
City Dealers	188,451	193,206
Country Dealers	40,853	45,270
Mail List	14,256	14,746

TOTAL NET PAID	243,560	253,222
Advertising Mail List	239	291
Exchanges	127	137
*Downtown Office	676	979
*Main Office	402	947
*Annex	600	800
Editorial and Comp. Room.....	250	250

Total Net Circulation **245,854** **253,896**

*Reserved for counter sales, etc.

THOMAS WILLSON.
Foreman Mail and Delivery.

April 1, 1914.

Agateware), Scott & Bowne (Scott's Emulsion), Gem Safety Razor Company, Autostrop Safety Razor Company, National Biscuit Company, Kellogg Toasted Corn Flake Company, Cudahy Packing Company (Old Dutch Cleanser), T. A. Snider Preserve Company, American Thermos Bottle Company, Orangeine Company, Yale & Towne Manufacturing Company, the Emerson Company (Bromo-Seltzer).

GROWTH IN THREE YEARS

These are just a few examples that show the important development of window display and window display material. Two years ago, when PRINTERS' INK, impressed by the possibilities of this form of advertising, was beginning to give it the extended treatment it deserved, comparatively few concerns were busying themselves with it. To-day their name, if not exactly legion, runs up into the hundreds, and the character of the matter is steadily improving.

Naturally, results keep pace with the improvement, and the tendency all the time is more and more toward a condition in which we shall be able to gauge, with some degree of accuracy, the pulling power of the window and its contents under average conditions.

It is difficult to tell that now. We have to realize that the chances for the display of a cut-out, card or picture are all the way from *zero* up to several months or even *years*. The reason for this is because many cards, posters and cut-outs are displayed on the wall or shelf after they are withdrawn from the window, and often go back into the window again, some of them many times. It is a question of how good the cut-out is; the better it is the more unlikely will the dealer be to discard it for poorer ones.

Neither will it get into the window by itself, unless it is very good indeed, and has luck, but if the dealer is properly influenced by the advertising department and the traveling salesman, and especially if the salesman himself asks to put it in, then it has a fine opportunity to begin a long and useful

career. To do that, it must be *good*, no question about it. It will help if the dealer can make a nice profit out of the goods it advertises, but even a cut-price margin is not always a handicap.

HOW TO INFLUENCE DEALERS

A fine example of the way the advertising department can reach the dealer and insure window attention is afforded by the "Clark Book of Silk Glove Merchandising," issued by the Clark Textile Company, of Saratoga Springs, N. Y. This is a large, handsomely printed book containing among other things pictures of four window displays, each further explained by pictures of the fixtures and background in preparation. Each display concerns a particular season, as graduation season, Easter, wedding month and vacation time. Each of the displays is printed on a perforated page, which may be torn out and handed to the window-trimmer. The proofs of electros are similarly treated. And to go with these are four pages of price-tickets, each fancifully adapted to the season, for the ticket writer to use. This Clark service is for the dry goods line, which has its own window-trimmers, and which is more likely to be influenced at long range than some other line.

When other methods fail or drag, the dealers can always be interested by the right kind of an offer of prizes for window displays. There is danger in this, the danger of offending a lot of dealers who do not take prizes, but on the whole the practice of making such offers is growing.

And now, after the good display is in the window, consider the number of persons who see it. Some figures secured by an investigator for the United Cigar Stores some years ago throw a good deal of light on this subject. This man found that between the hours of 7 a.m. and midnight there passed in a certain location in Chicago (State and Madison streets), 142,000 persons; in New York (Broadway and Forty-second street), 125,000 persons; Philadelphia, 86,000 persons, and Bos-

ton, 75,000. At Fifth Avenue and Eighteenth Street, New York, 5,000 passed during the noon hour, while the average for all day was less than 300 an hour. An average New York corner in the business section will show from 1,500 to 2,000 per hour passing during the business day.

CIRCULATION RUNS INTO MILLIONS

Take a very good cut-out or trim in an average store; say a cut-out that cost 50 cents to put into the store, which is about what the Moxie clerk costs. That is more than most cut-outs cost; a good example is taken to make the case more striking. Disregard the big city statistics and figure on only 100 persons seeing it per day, for an average display period of fifteen days, both estimates being ridiculously small—for a good location and a good cut-out. Say 10,000 cut-outs are ordered and are distributed only to dealers who ask for them, and 5,000, say, are used. Throw out half this circulation as possibly being children, an excessively liberal computation, and yet you have left 3,750,000 circulation for \$5,000, or less than \$1 per thousand. That is a ludicrously low estimate for the life and power of a good cut-out. The Moxie, Coca-Cola, Kodak and Welch cut-outs would run into many times those figures. So would almost any cut-out that was good enough to cost 50 cents apiece. The figures are given merely to show what an extremely conservative calculation will show.

Then, again, it is a great mistake to consider that motion display is the only attractive thing that can be put in a window. The big department stores do not think so. Motion is only one of the things that catch our attention. Color and light are others. And back of the attractive element there must be the story or image-creating element to provoke interest and desire. The people who attend circuses, theaters, horse-shows, etc., for amusement, are matched by those who read the daily papers, magazines and books; by those who attend art museums, and, if it were not begging the

question, stare in shop windows. One good motion display might be far better than many poor lithographic cut-outs, but one striking poster or cut-out, charged with human interest, might, just as certainly, throw a dozen motion displays into the background. It is the *power of the idea*, not the mechanism or the color, which strikes home.

BEECH-NUT COMPANY'S ATTITUDE

Before leaving the objections to window display and their rebuttal, let us take a concern that represents a middle-of-the-road policy in respect to it, the Beech-Nut Packing Company, before mentioned. The company says:

"It is our practice to keep our window display cost down to a minimum. We believe we are able to do this and still maintain effective window advertising by using crepe paper for the background, grouping a small quantity of products and using a car-card fitted into a natural-finish oak frame. This frame when not in use in the window is supposed to be hung up in the dealer's store.

"Our salesmen, as a rule, handle this window display, which we expect them to look after in their spare time when not actually selling. We also expect that our salesmen will suggest to dealers Beech-Nut window displays, the idea being that after a time, when trying to decide what to put in a window, the dealer will recall the oft-repeated request of our salesman.

"We advocate that our window advertising be on one product, or two or more products which harmonize. In such places where there is not a fixed-on built-in background, we provide a muslin or curtain which has a bird's-eye view of the factory in color.

"The salesmen report that retailers have had good results from Beech-Nut windows.

PUT IT UP TO DEALER

"Our appropriation for window display is less than in previous years, for we are striving to have the retailer think enough of our goods to make his own display,

To the Advertiser who has no Agent:

¶ You must have some good reason for denying yourself the service of a good Agency. That reason is based on some feature or want in the Agencies you know. But isn't it just possible that in some Agency you haven't met you may find one that will meet your desires and needs. Agencies differ about as much as finger prints. The Procter & Collier Co., is just as different as any of them.

¶ These points of difference can't be listed. One feature distinguishes us from one of our brethren, another from another. But here are some of those which distinguish us from most:

¶ We're willing to show what we can do *for you*—as far as anything short of the deed itself can show it—without any obligation on your part to employ us.

¶ We don't ask for contracts—the minute our work ceases to bind you to us, you are free to go.

¶ We have no concessions to offer in the way of rates. Our clients pay us in full and promptly.

¶ There are other differences, of course. Perhaps you won't like us any better than the others, but isn't it worth while to make sure? We enjoy scrutiny. Scrutinize us!

The Procter & Collier Co.

New York Cincinnati Indianapolis

feeling that when a dealer takes such interest in a display he will have a like interest in pushing the sale. There is no profit in installing a window when the dealer follows it with efforts directed toward selling other products.

"In instances where a dealer reports slow sale, we suggest that he display the products, and believe that this is one good way to help along a slow-selling article."



BEECH-NUT COMPANY BELIEVES IN USING ITS ATTRACTIVE CARDS IN WINDOW

These views are in some important respects different from those held by many large advertisers, and they are given for that reason.

The advertiser, then, has to consider color display in the dealer's window from his own point of view. "Are window-cards and cut-outs a need to me? If so, how many do I need? What kind? How elaborate? How much will they cost?"

As a rule, an advertiser will not have need of lithographed window displays until he is well established in his territory and is carrying on something in the way of a national advertising campaign. The chief reason for this is that one has to order in large lots, from 5,000 or 10,000, upward, in order to get economical figures. It is possible to order, say, 2,000, and pay a price that covers the cost of design and printing, and then get

reprints as needed, and though this is more expensive than ordering outright, many concerns do it. The young concern getting distribution and working from district to district is likely to hesitate a long time before tying up a considerable sum in first-class work and ought to hesitate a good long time before getting anything cheap. Some have recourse to other methods, possibly photographic en-

largement, retouched and cut-out, if they wanted something very nice. The difficulty of getting into the dealer's window with an unadvertised, unknown product, would bring the lithographic cost up.

AND YET SOME SUCCEED

And yet some houses have done just this thing with unquestionable success. Kynos cut-outs, al-

ready mentioned, cost \$1.71 apiece, or some \$3 in the window, and they boosted the business in New York City without any other advertising help.

For an old house with a wide distribution and dealer good-will and some national advertising, the exploitation is much more economical. The cut-out then hooks up with every other kind of advertising as well as with the goods in the store and strengthens the whole selling chain. The national and local advertising identify it and it localizes both.

Virtually all of the large users of lithographed cut-outs are also large advertisers. Few little fellows come to it independently, nor are they as a rule worth study by the lithographic companies, who are the largest factors in the creation of color display, and who have to maintain copywriting departments and dig for facts in

much the same way that the advertising agencies do.

It is, then, according to the foregoing reasons, mainly, *though not necessarily*, a big man's game. There are other reasons. A lithographic cut-out is not, like a piece of black-and-white copy, made up of a half-tone reproduction and a few lines of text. The magazine or newspaper ad to-day—such progress has taste and judgment made in advertising—is either good or only half-bad. The lithograph, on the other hand, runs the whole gamut of possibilities. Being the most pretentious of all the advertising arts, it is nevertheless the product of all manner of lithographic abilities. It furnishes in one sweep some of the most glaring examples of impotence and imbecility and the most brilliant illustrations of art in the service of selling sense. The experienced advertisers have the taste to steer clear of the worst offences, though still too few of them have the courage and imagination to seek the well-known "cent per cent" ef-

ficiency over the road of high-grade lithography. Most of them simply can't see it. They will not pay the price.

USING BETTER LITHOGRAPHS NOW

And yet hear the testimony of the Chattanooga Knitting Mills:

"We are extensive users of lithograph matters for window displays, as well as interior displays. The appropriation is about the same as for the last three or four years. However, we are substituting for the cheaper grade of lithographic work smaller quantities of *better grade* lithographic work in order to appeal first to the hosiery buyer and decorator through the forcibleness and attractiveness of our advertising matter in order to get them to use it after it is received by them."

It was a famous painter who said, when asked how he mixed his colors, that he mixed them "with brains." Brains have always been the most important part of a picture. And brains come high. The practical question is as to

What you've got to advertise

is much more important to us
than what you're willing to spend.

INTERNATIONAL
LIFE BUILDING
SAINT LOUIS

D'ARCY
ADVERTISING
COMPANY

whether it is better to spend your color appropriation for quantity with waste, or quality with long use. It is a question that each advertiser will have to decide for himself, but the tendency of the larger houses is towards quality.

[NOTE.—Other articles will follow dealing with planning the window display, motion displays and the dealer's point of view.]

Putting Action in Trade-Paper Ad

A reader of *PRINTERS' INK* recently sent the ad reproduced herewith, with this comment: "It seems to me that this ad from a shoe trade journal is a step in the right direction even if it is a trifle overdone. Haven't we had about enough of those dry, interest-void ads of the catalogue style which so many big shoe houses run week after week?"

Quicker Than The Arrow
From Dan Cupid's
Quiver



THE J & K shoe grips the heart of the young woman and holds her prisoner. She is charmed by the entrancing style; fascinated by the artistic beauty and thrilled by the splendid "Arch-Fitting" qualities. The surest way for you to win the shoe business of the young women of your community is to stock the J & K.

You'll have all of our original-created lark long before your competitor, and you'll keep him in hot water all the time, because of the "larkness" which you'll be displaying in your windows—while he must wait a whole season until other manufacturers have copied our styles.

We wish all of our customers and prospective customers—including YOU—a Merry Xmas and a Happy New Year

Let us have a LINE from you to-day:
You'll want our LINE to-morrow

THE JULIAN & KOKENGÉ CO.
CINCINNATI.

"It seems to the writer that what about nine out of ten of the trade-journal shoe ads need is action. Mr. Little Schoolmaster, you must admit that the J. & K. Company have injected action into their text at any rate.

"I'd like to get *PRINTERS' INK's* opinion on the subject."

PRINTERS' INK upon receipt of the above communication wrote to Julian J. Behr, advertising manager of The Julian & Kokenge Company, and passed on the comments of the critic.

Mr. Behr responded as follows: "Regarding our recent advertisement in the *Drygoodsman*, about which you wrote us, the writer was aware that this advertisement did strike a rather unusual note in trade-journal publicity.

"As you know it is rather hard to analyze the psychology of the origin of an advertisement of this kind. While preparing the advertisement, I strove for something different and at the same time tried to get below the surface and if possible, reach the heart interest. As you know, of course, trade-paper copy is rather stiff and stilted, and it is pretty much alike all the way through. The advertisement in question was not a link in a chain of any campaign along this line, although a campaign to this end might be satisfactory and well worth any one's time. In other words, the advertisement was meant to be a decided effort to get away from the stereotyped trade-paper publicity in favor of something different."

Rejects Advertiser Selling Also to Mail-Order House

Indicating how carefully many trade journals eliminate from their columns advertising of concerns which are believed to sell to mail-order houses, *Farm Implement News*, of Chicago, recently described at length its dealings with the Standard Separator Company, of Milwaukee, Wis., which had been advertising in its columns, and which was later found to have made a contract for the sale of its separator through Montgomery Ward & Co. The explanation was made in order to show readers of the journal that at the time the ad was run it had no knowledge of the Milwaukee concern's mail-order connection. It appears from the advertising which has been done recently by the Standard that it expects to continue to sell to dealers while carrying out its contract with Montgomery Ward & Co., but *Farm Implement News* appears to think that this plan cannot possibly succeed.

Advertising for "Some Real Competition"

A somewhat unusual copy angle is struck in the technical advertisement of the R. K. LeBlond Machine Tool Company, which makes engine lathes. Under the headline "Wanted—Some Real Competition" appears the following statement: "We believe that some real live competition will act as a stimulant to the sale of the original heavy-duty engine lathe."

New Agency in Detroit

H. W. Kenasteen, of Kansas City, has succeeded Hugh K. Harris as advertising manager of Kline's department store in Detroit. Mr. Harris and Mr. Riekse, formerly advertising manager of Brushaber's, have formed an advertising service agency. F. W. Tufts has been appointed advertising manager of Brushaber's.

THE Board of Directors
beg to announce the
election of

MR. ALFRED S. HEARN

to the office of General Man-
ager and as such shall exercise
general supervision of the
Publishing and Advertising
branch of the business.

**THE NATIONAL SUNDAY
MAGAZINE**

Semi-Monthly Magazine Section

April 16th, 1914

Landing the Distant Market with Trade-Marked Line

Dealer Co-operation by Newspapers Helps Del Monte Fruits and Vegetables to Invade the Eastern Market — Sales Organization Which Made Direct Dealer Influence Impossible

MERCHANDIZING co-operation on the part of the newspapers carrying the copy is an important element in the invasion of distant markets by the Del Monte brand of canned fruits and vegetables, put up by the California Fruit Canners Association. Previous to 1913 the association had not packed goods under its own trade-mark, so the work with the Del Monte brand had to be done from the ground up, quite as if the concern were newly starting with a new product. The various canneries which now form the association had been in business for some years, but had been packing goods under private labels for the jobbing trade.

As a matter of fact, the word "association" is somewhat of a misnomer, since the concern is a distinct and individual corporation, doing business in much the same way as any single concern does. It was formed by the amalgamation of a number of canneries which exchanged their assets for stock in the new company. The formation of the association meant the absolute dissolution of the separate concerns which formed the present corporation.

At the beginning of 1913 this concern undertook to invade the Eastern market with a trade-marked line of fruits and vegetables. Its goods were handled in the usual way when the market is at a distance; through brokers or sales agents, jobbers and dealers. The concern did not even deal direct with the jobbers, hence it was farther removed than usual from its dealers, but dealer co-operation was particularly important when it came to pushing

the new brand, and one of the biggest problems was the reaching of those dealers, removed from the manufacturer not only by the width of a continent but by the interposition of two middlemen.

The answer was found in the merchandising co-operation which the newspapers, with few exceptions, were willing to give. The campaign started in January, 1913, in New York, Philadelphia and New England, with consumer copy, featuring as a rule a single Del Monte fruit and naming the

it's Del
Monte
The Famous
California
Brand



of canned fruits and vegetables that leads the world. More Del Monte canned fruits and vegetables are used in the American home than any other brand. The reason: Uniform, high quality and moderate prices. To realize what Del Monte quality means, ask your grocer for Del Monte

Peaches

big, luscious, tree-ripened—packed whole and when they open the day they're packed—covered by just alone with all their natural distinctive flavor retained—not gross peaches lacking flavor because prematurely picked and then shipped, across the continent in refrigerating cars.

Dr. Harvey W. Wiley has given Del Monte Peaches a rare stamp of quality and the Standard Food Board of Health has listed them as an example of purity. The U. S. Navy and Army Hospitals use Del Monte Peaches.

The same high quality will be found in DEL MONTE

ASPARAGUS RAISINS
CHERRIES APRICOTS
HAWAIIAN PINEAPPLE

California Fruit Canners Association

Largest Canners of Fruits and
Vegetables in the World
SAN FRANCISCO, CALIFORNIA



DEL MONTE CONSUMER AD

other products in the text. Shortly after the copy started running in the newspapers, letters were sent to the publishers asking them to send to dealers locally a circular which contained a complete account of the Del Monte campaign, with reproductions of the advertisements, some of which the dealers had already seen in their local newspapers. The circular was accompanied by a letter from the newspaper, asking the dealer to do all in his power to meet the demand which was being created by the advertising.

The newspapers were also asked if they would send to dealers a series of follow-up letters which were to be furnished by the company on the newspapers' letter-heads, all printing, stationery and mailing costs to be paid by the company. With the exception of only half a dozen out of the 30 papers used, the publishers expressed their willingness to carry out the entire plan, and the company secured a dealer influence which would otherwise have been impossible.

The copy in the circular and the letters emphasized the importance of the advertising campaign to the dealer, and dwelt upon the fact that it was actually under way, not simply "proposed." The opening of the circular reads:

"We did not tell you what we were 'going to do' and ask for your co-operation on the promise of the future. We started the consumer advertising first and now respectfully request a co-operation on your part that we will most highly prize. The Del Monte line is a repeater and your help in acquainting your custom-

ers with its high quality will result, we are sure, in added business to your store. More Del Monte canned fruits and vegetables are used in the American home than any other brand."

Retailers Join to Advertise Their Profits

Feeling that the consumer has an erroneous idea regarding the profits which are made in the coal business, the retailers of Milwaukee, Wis., recently united in an advertisement in which it was pointed out that so far from being excessive, the margin of profit in handling coal is very small. The ad went into the greatest detail, specifying the gross margin at \$1 a ton; delivery expense, 65 cents, and selling expense, 25 cents, leaving a margin of ten cents out of which to pay office expenses and profits. "There is probably not another household necessity handled in Milwaukee," it was declared, "that nets the retailer a smaller profit, considering the investment, than the sale of hard coal." The ad was signed by twenty representative concerns.

Sought Copy Criticism

St. Louis ad writers brought their printed copy to the St. Louis Ad League, April 7, and invited frank criticisms. A. F. Fay, advertising manager of the Mound City Paint Company, was in charge of this "problem meeting."

LITTLE ADS WITH A BIG PULL

Well-placed, inexpensive *footnotes* in the **New York City Telephone Directory** give your product active, persistent publicity in a medium that is consulted over **2,000,000** times every day. They catch the buyer's eye just at the right time to *turn telephone trade your way.*

YOU can use footnotes to advantage.

*Advertising forms for the big summer
issue of 800,000 copies close May 1 st.*

Let's talk it over early.

New York Telephone Company

Directory Advertising Department

25 Dey Street

New York

U. S. Government Figures

Des Moines has several newspapers, but none of them have a circulation equal to that of the CAPITAL. According to current government figures the CAPITAL is the first paper in Des Moines with a circulation of 44,199 (six evenings a week); others have 42,521 (Sunday only); 41,544 (five issues a week, excluding Saturday and Sunday); 35,719 (Sundays only); 34,047 (six mornings a week); 32,483 (Saturdays only); 26,038 (six evenings a week), respectively.

Real Service to Advertisers

Cautious national advertisers appreciate that through the CAPITAL they can reach the cream of this buying population. They have learned that the complete data furnished by the advertising department of the CAPITAL, the co-operation in the way of furnishing trade reports, in sending notices to dealer and jobber, and other helps, make for success of campaigns in the CAPITAL.

Exclusive Advertisers

That is why the following advertisers find it wise to advertise in Des Moines, and use the CAPITAL exclusively to reach the market:

The Shredded Wheat Co.
Crystal Domino Sugar Co.
Campbell Soup Co.
Aunt Jemima Pancake Flour.
Kaiser Gloves.
C/B Corset.
Imp Underwear Co.
Porosknit Underwear Co.
Tuxedo Tobacco.
Gillette Safety Razor Co.

United Shirt & Collar Co.
Bestwall Manufacturing Co.
Roman Meal Co.
Crossett Shoe.
Armour's Bouillon Cubes.
Knit-right Co.
Racine Shirts.
Beach's Peosta Soap.
And others.

Des Moines is the center of the rich Iowa farming district, producing \$600,000,000 annually. It has a population of over 86,368.

The Des Moines Capital
LAFAYETTE YOUNG, *Publisher*

The Cleanest Newspaper in Des Moines

The CAPITAL is \$15,000 a year cleaner than any of its competitors—that is to say the CAPITAL is refusing \$12,000 to \$15,000 worth of business annually which its competitors are accepting. To the advertiser looking for reader confidence this means much. The CAPITAL will not knowingly accept a dishonest or fraudulent advertisement.

THE DES MOINES CAPITAL carried 123,412 inches of local display advertising during 1913. (These figures only include fifteen of the largest advertisers.) The other papers only carried 64,406, 75,619 and 73,020 inches of the same advertising. We mention these figures not to boast, but knowing that some advertisers like to know how others regard the medium.

The detailed circulation report of the CAPITAL for March will show you just

Where our 45,045 copies went:

	Paid City		Unpaid City
City Carriers.....	8,722	City complimentary by carrier...	360
Newsdealers	1,886	Office, City adv.....	418
Street Sales.....	3,690	City Railway, etc.....	40
Special Sales.....	218	Samples	146
Total City Paid.....	14,016	Total City Unpaid.....	964

Total City Paid and Unpaid 14,980

	Paid Country		Unpaid Country
Mail Subscribers.....	27,471	Complimentary by mail.....	121
Country Agents.....	1,260	Advertising Agents.....	374
Wrappers	48	Exchanges	514
Extra Sales.....	2	Railway, etc.....	54
Total	28,781	Samples	163
		Corr.	58
		Total	1,284

Total Country Paid and Unpaid 30,065

The average city and country circulation for the month of March was 45,045, excluding all returns, files, discrepancy, messenger service, and all uncirculated papers.

The Des Moines Capital

O'MARA & ORMSBEE
New York and Chicago Representatives

A Local Advertiser and His Money Talks

Read what this Department Store Advertiser says and note that he backs his judgment with his *money*.

(From Journal, March 2, 1914)
TALKS OF "ADS"
USE FEWER NEWSPAPERS,
BERNHARD'S ADVICE

Espenhain's Publicity Manager Says The Journal and One Other English Paper Sufficient

"The older we grow and the more experiences we acquire, the more certain we are that the use of fewer newspapers, in which to advertise our sales, rather than the promiscuous use of the many, is the most sensible policy to pursue."

This statement was made by K. S. Bernhard, advertising manager of Espenhain's, Wednesday, in commenting upon the success of the shoe sale now in force.

"In the first place the buying of newspaper advertising space is an economic question," he said. "One should buy newspaper space with as much care to price, quality and quantity as one buys any sort of merchandise. Simply because there are many newspapers in a town is no good reason why one should buy space in each."

"We have determined upon the use of newspapers that are proven business bringers, newspapers that have a wide distribution among persons interested or likely to be interested in our offerings and trade events."

"Our today's experience fortifies us, more than ever, in the belief that The Journal and, at the most, one additional English newspaper, is all that is necessary to bring to a department store sufficient throngs of people to keep all the employed sales persons as busy as bees. Of course, the store's proposition must be right or no medium of advertising could hope to make good."

¶ Espenhain's Dept. Store paid The Milwaukee Journal (during 1913) over four dollars, for advertising, to every dollar paid in the next nearest daily newspaper employed.

O'MARA & ORMSBEE
Publishers' Representatives
NEW YORK CHICAGO

Should Long Words Be Taxed?

Are Brevity and Monosyllabic Terse-ness Always Desirable?—The Richness of the English Language, Which Is Replete with Terms of Delicate Shades of Meaning

By H. G. Clarke

Advertising Manager, Robinson & Crawford, Wholesale Grocers, Philadelphia

IN a recent advertisement of the John Wanamaker stores, an editorial purporting to emanate from the pen of Mr. Wanamaker himself, strongly advocates the levying of an income tax on long words used in advertisements. "The Little Schoolmaster" comments thereon in the issue of January 22, pointing out the inconsistency of the writer, and I am moved to break a lance myself in the cause of the useful and much calumniated polysyllable.

Some seven years in the advertising field have taught me that brevity and monosyllabic terse-ness are common fetiches—and the congregation of worshippers both vast and devout. It is this, I think, that is largely responsible for the *brusquerie*, the almost offensive abruptness that characterizes much of the current copy. Not infrequently the labored efforts of the writer to "get down" to the reader's intellectual (?) level is perfectly obvious and all too often smoothness of diction and adequacy of description are entirely sacrificed.

The fault lies partly, I believe, in the mistaken impression that, to attain simplicity, it is necessary to be brief and brusque.

Abstruse verbiage, highly complex sentences, ambiguous and not generally understood terms are, of course, out of place in an advertisement but, in the mad rush to avoid being academic and profound, we plunge toward the opposite extreme and become crude and monotonous.

The English language is replete with terms which are practically synonymous yet convey various and delicate shades of meaning.

Words are the tools of the writer and verily he has a generous store from which to choose. Yet, if the fetich worshippers had their way (and unfortunately they have to a great extent), he must discard all save a few much used, abused and sadly blunted ones.

For this great and hampering deprivation we are given this explanation—that the popular vocabulary is very limited and that, to be successful, the writer of advertisements must confine the terms of his message to that circumscribed area.

That the popular vocabulary is very limited I freely admit, but that the popular understanding is equally limited, I strongly deny—for one's understanding and vocabulary are almost as widely separated as the two poles.

In the foregoing paragraphs I have employed many terms that I could not define and I venture to say that many of the readers of *PRINTERS' INK*, intellectual men as I am sure they are, would be similarly at a loss. The truth of the matter is that we all use and comprehend the meaning of thousands of words that we could not properly define; in fact, if you pin a man down to defining his terms, as the logicians do (which has always seemed to me to be the explanation of their prowess in argumentation), most of them would find that they could hardly define any of the terms they commonly use.

WORDS NOT IN READER'S VOCABULARY OFTEN UNDERSTOOD

As with my learned confrères and myself, so it is with the public. There never was a time when the public read so widely (I will not say so well) as it does today. Pick up any of the works of even the most superficial of the modern writers and you will find the pages replete with terms that the average advertiser would sternly taboo.

They may be outside the popular vocabulary—but *they are well within the popular understanding.*

How long must the writer of advertisements be cramped and confined within the narrow limits of the popular vocabulary? The

writer of fiction has merely to interest his readers—and the great verbal armory of Webster's Unabridged is at his disposal. The writer of advertisements must not only interest his readers but he must perform that most difficult of all feats, viz., galvanize their pocket-nerves into action. And he must confine himself to the few dull tools prescribed by those who reveal their own dullness in confounding a vocabulary with an understanding.

That Mr. Wanamaker does not practice what he preaches is the solitary ray of light in the gloom of his editorial effusion.

Atlas Club's Annual Banquet and Show

Two hundred and forty members of the Atlas Club of Chicago attended its fourteenth annual banquet at the Congress Hotel, April 1.

"The Advertising Uplift—A Mirthful Mile-post on the Path of Advertising Progress," was given as post-prandial entertainment. Scores of advertising managers, agents, publications, and their representatives were the subjects of good-humored grilling.

Guy C. Pierce, Western manager, the *Associated Sunday Magazines*, was musical director; Murray Springer, of *Everybody's*, stage manager; and Edward D. Wheeler, of Gates' List, was interlocutor.

The cast and chorus included the following:

W. C. Agry, *People's Home Journal*; Randall Anderson, *Mothers' Magazine*; H. R. Bauerman, *Cosmopolitan*; S. C. Bilger, *Williams & Cunningham*; Chas. Bronson, *Leslie-Judge Company*; P. F. Buckley, *Leslie-Judge Company*; H. P. Cohn, *Lord & Thomas*; E. T. Coombs, *The Outlook*; M. R. Ebersole, theatre programmes; W. H. Edwards, *System Magazine*; H. B. Fairchild, *Munsey's Magazine*; F. A. Farrar, *Adams & Elting Company*; Ellis Faxon, *John Glass*; L. D. Fernald, *Collier's Weekly*; Montague Ferry, *American Magazine*; A. W. Fischer, *McClure's Magazine*; A. R. Fisk, *Smith Paper Towel Company*; C. S. Fredericks, newspaper representative; C. D. Freeman, *Century Magazine*; C. F. Frett, *Nelson Chesman Company*; G. H. Gannett, *World's Work*; W. E. Godso, *Godso & Banghart*; R. G. Gould; J. W. Hansel, *Good Housekeeping*; W. M. Hart, *Town and Country*; C. Copeland Harvey, *Chicago Journal*; E. L. Hazelton, *The Outlook*; L. A. Hodges, *National Sunday Magazine*; W. F. Kopplin, *Santa Fe Railway*; J. A. Kowalski, *Publishers' Commercial Union*; T. L. Lee, *Munsey's Magazine*; Geo. W. Mason; I. M. Mathes, *N. W. Ayer & Son*; Ray Maxwell, *Crowell Publishing Company*; J. B. Meigs, *Collier's Weekly*; A. M. Minnick, *Central Electric Company*; T. H. Nixon, *Walter C. Kimball*,

Inc.; Graham C. Patterson, *Sunset Magazine* and *Christian Herald*; Howard E. Patterson, publishers' representative; N. J. Peabody, *W. C. Kimball, Inc.*; C. A. Pfau, *American Felt Company*; Guy C. Pierce, *Associated Sunday Magazines*; F. W. Preston, *Good Housekeeping*; A. Raedel, *Sherman & Bryan*; R. W. Richardson, *Munsey's Magazine*; G. W. Rodine, *Santa Fe Railway*; A. W. Sherer, *Associated Sunday Magazines*; H. B. Snyder, *Chas. H. Fuller Company*; F. Soule, *Leslie-Judge Company*; R. S. Southgate, *World's Work*; Murray Springer, *Everybody's Magazine*; D. F. Stevenson, *Mahin Advertising Company*; A. F. Thurnau, *Paul Block, Inc.*; T. Verschuur, *Munsey's Magazine*; J. Stewart Weston, *Collier's Weekly*; E. D. Wheeler, *Railroad Employees Magazines*; R. T. Wilkins, *System Magazine*; F. C. Wymond, *Harper's Weekly*.

High Wages in South Africa

"Wages on the Witwatersrand are nearly 40 per cent higher than in America (where mining wages are materially greater than in any other country examined), and nearly 235 per cent higher than in any European country." Even if we take the whole of South Africa, we find from the following table that the scale of remuneration of skilled craftsmen in South Africa is very high:

South Africa	77
Johannesburg	100
England	29
France	18
Germany	21
Belgium	15
U. S. A.	69
Canada	67
Australia	60

The Johannesburg artisan's hourly wage being represented by 100, it will be seen that the corresponding wage for the whole of the Union is represented by 77, which is eight points higher than the United States, ten points higher than Canada, 17 points higher than Australia, and so on.—*Cape Times*.

Donated Space to Advertise Trans-Continental Highway

The Lincoln Highway Association, Detroit, is to advertise for contributions to aid in improving the trans-continental highway from New York to San Francisco. It is reported that 26 national publications, dealing with automobiles and accessories, have donated six pages each, to be used during 1914. The copy is to be donated by William C. Freeman, Russell N. Leeds, Harry W. Ford, Elbert Hubbard and others. It is hoped that the campaign will result in contributions of \$200,000.

Gardner Has St. Louis Pageant Account

The Gardner Advertising Company, St. Louis, is writing and placing the newspaper display copy for the St. Louis Pageant. Full pages are now being used.

Statement of the Ownership, Management, Circulation, Etc., of the

Cleveland Plain Dealer

Published Daily at Cleveland, Ohio, required by the Act of August 24, 1912.

NOTE—This statement is to be made in duplicate, both copies to be delivered by the publisher to the postmaster, who will send one copy to the Third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the postoffice.

NAME OF

POSTOFFICE ADDRESS

President and Gen'l Mgr.—Elbert H. Baker, Gates Mill, O.
 Assistant General Manager—George M. Rogers, 87 Wadena-st., E. Cleveland.
 Managing Editor—Erie C. Hopwood, 1793 Middlehurst-rd., Cleve. Hts.
 Business Manager—George F. Moran, 2171 Bellfield-av., Cleve. Hts.
 Publisher—Plain Dealer Publishing Co., 523 Superior-av., N. E.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent. or more of total amount of stock.)

The estate of L. E. Holden—Delia B. Holden, G. S. Holden, Ben P. Bole and F. H. Goff, Trustees, Plain Dealer Bldg., Cleveland.

Known bondholders, mortgagees and other security holders, holding 1 per cent. or more of total amount of bonds, mortgages or other securities:

There are no bonds and no mortgage or other securities outstanding against the Plain Dealer Publishing Co.

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date of this statement. (This information is required from daily newspapers only.)

Daily Morning, 112,030
Sunday, 144,910

ELBERT H. BAKER,
 President.

Sworn to and subscribed before me this 1st day of April, 1914.

(SEAL)

GEO. R. AGATE, Notary Public.

(My commission expires March 18, 1917.)

Average Circulation for March

Daily, 113,707. Sunday, 150,592

**Cleveland is the ideal "test town" for any proposition—
 and you can cover Cleveland with the**

Plain Dealer

First Paper of Cleveland, Sixth City

Wider Distribution of Stock in Industrial Corporations

Advertising Companies Share General Tendency — Opportunities Disclosed of Making Use of Million and a Quarter Shareholders—What Unionization of Investors May Bring Forth

FIGURES just published show the corporate stock of the country divided among *more shareholders* than ever before.

The fact calls up two or three other significant and relative facts. One is the persistent agitation carried on inside and outside of Congress on "big business."

Another is the recent beginning of a movement to organize the previously mentioned investors to repel these onslaughts of organized labor and organized politics.

The third is partly a selling and advertising fact: corporations that have many shareholders have consequently just so many potential champions and *sales-promoters*.

The important bearing these facts have on selling and advertising problems will be more obvious when we have examined them.

The figures compiled by the *Wall Street Journal* show 1,251,468 owners of shares in 327 industrial, railroad, public utility and miscellaneous corporations. Allowing for duplications, the number is still strikingly large. Comparative figures for the whole list are not obtainable, but the reports of many different companies show a notable increase, dating apparently from the period between 1901 and 1906.

It should, of course, be understood at the outset that this wider diffusion of ownership does not necessarily or actually mean wider diffusion of control, though it may well be the opening wedge to that in time. The great majority of new investors are small investors. In many cases they are employees of the corporations. The United States Steel Corporation and Swift & Co., among other con-

cerns, have made a point of interesting their own people in the business, either with intent to attach them permanently to them or to increase their productiveness. The figures giving average holdings are only important, therefore, for purposes of comparison, either among companies or between annual periods.

The 327 corporations analyzed have a share capital of \$12,871,327,450 owned by 1,251,468 shareholders. That gives \$10,280 for an average holding. The average holding of railroad stocks is \$13,320, and of industrial stocks, \$8,500. The average holding of railroad shares is 133.2; of industrial shares 85; of both, 102.8. The yearly totals of the railroad shares are not given. For the industrial stocks, the average holdings by years is as follows: 1913, \$8,500; 1912, slightly larger; 1911, \$10,000; 1906, \$14,000; 1901, \$22,000. A steady decline.

U. S. STEEL AT THE HEAD

Of all the companies the United States Steel Corporation stands first in respect to number of shareholders as it does in respect to capitalization. It has over 124,000 holders of record, and probably 150,000 to 160,000 in all. Forty thousand of these are its own employees, who have taken advantage of the profit-sharing plan; they constitute about a fifth or sixth of the total number of employees. The Pennsylvania Railroad stands next in number of shareholders, with 84,244, and the American Telephone and Telegraph third with 53,737.

The significance of the figures is shown by comparisons. The average holding of United States Steel shares is \$7,000. In 1906 it was about \$15,000, and in 1901, \$32,000. The average for industrial companies is \$8,500, it will be remembered. The shareholders of the American Smelting and Refining Company quadrupled in a dozen years on the same capitalization and is now more than 10,000. These are non-advertisers.

When we turn to the large advertisers—and all of them are not represented; it is only a partial

list—we find the same tendency.

The average holding of American Telephone and Telegraph today (1913) is \$6,400. It was in 1906, \$7,300; in 1901, \$14,105.

American Radiator Company: \$3,700; 1901, \$30,800.

American Tobacco Company: \$14,185; 1901, \$33,700.

Burroughs Adding Machine Company: \$24,000; substantially unchanged.

Borden's Condensed Milk Company: \$10,630; 1901, \$367,646.

Eastman Kodak Company: \$7,900; 1906, \$9,400.

General Electric Company: \$7,400; 1901, \$6,900—an increase.

B. F. Goodrich Company: \$20,000; 1912, \$2,480.

Loose-Wiles Company: \$7,300; half of 1912 average.

National Biscuit Company: \$6,800; slight decrease from 1906.

National Lead Company: \$6,900; 1906, \$14,500.

Peerless Motor Car Company: \$14,500; 1911, \$30,000.

Sears, Roebuck & Company: \$16,800; 1911, \$19,200.

Sherwin-Williams Company: \$17,000; 1906, \$33,000.

Swift & Co.: \$3,750; 1911, \$7,350; possibly the lowest average holding for a large corporation.

United Fruit Company: \$4,842; 1901, \$7,500. Among the lowest.

United Cigar Stores: \$15,000; no earlier reports.

Among the other high averages are Western Electric Company, \$194,805, and Studebaker Company, \$27,000.

The detailed report of the United States Steel Corporation, which we all know something about, gives an inkling as to the probable situation in most of the industrial corporations and shows how far the diffusion of stock-ownership is from being a division of corporate control. The holders of 1,000 shares and over apiece own more than all of the holders of 100 shares and less put together. If all of the 40,000 employees subscribed for ten shares apiece, which of course they could not begin to do, their total ownership would be only \$40,000,000 (par value)—as the total capitalization of the corporation is \$868,583,000.

These figures indicate, nevertheless, a new conception of owner-

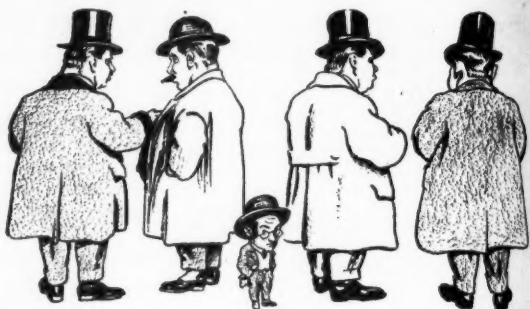
A SUBSCRIBER *says:*

in Minnesota

"The Atlantic is as staple on our reading table as is bread in the dining room. The rest of our reading list may vary but the one magazine which we must always have is the *Atlantic*. It is true to its traditions and at the same time constant in its surprising originality."

The Massachusetts Library Club placed *The Atlantic Monthly* first on its list of the ten magazines most necessary for a library





The Foolish Arrogance of Many Big Advertisers

MR. Common People may look small when considered as an individual but if you don't cultivate his acquaintance you'll regret it.

Advertisers big and little are overlooking golden opportunities when they neglect the possibilities of direct-by-mail work with the individual jobber, dealer, agent or consumer.

It often happens that the worst instances of neglect are by those who think they are doing everything possible for a complete campaign. Don't be too sure you aren't the man—until you have sent us the coupon at the end of the advertisement and have received one of our books.

Hundreds of Advertising Campaigns are Based on Inexcusable Ignorance

It isn't a question of inefficiency in copy writing—out in co-ordinating advertising with the rest of the business. We know—we have the facts to back up every statement in these books.

Making a Fool of the Man Who Pays the Bills

Advertisements today are better written and more honest than ever. Publications have higher standards. But there is often appalling waste of money because the basic plan of campaign is wrong. The man who pays the bills allows some self-appointed high-priest of mystery to make a fool of him.



Books from which You can Really Learn the TRUTH

You can profit by one of these books whether you are a non-advertiser, a small or big advertiser. If you consider yourself a non-advertiser, check "A" on the coupon. If your advertising appropriation is \$25,000 or less per annum, check "B." If it is over \$25,000 check "C."

One book—whichever fits your needs—will be sent free. If you want more than one send 25 cents for each additional copy.



THE MULTIGRAPH
1820 East Fortieth Street, Cleveland, Ohio

A ☐ B ☐ C ☐

Send booklet (free) checked above, as explained in your advertisement in Printer's Ink, April 16th.

Attach this coupon to your business letterhead, sign your name and official position and mail to above address.

ship. We may without pretense trace its rise in the historical line. A man takes a partner who brings in capital, business or ability, and they divide profits. When growth forces reorganization on new lines, the "close" corporation is the ideal way. Participation is open only to those who stand in some close business or personal relation to the organizers. But when the corporation outgrows this form of organization and parts with some of its opportunities in return for fresh capital, it ceases at the same time to care who or what the new shareholders may be. The previous partners, that is to say, were only those who could be of use to it. The greater proportion of corporate partners, until recently, have been of no use, except as investors in the first instance.

The new tendency in corporate ownership appears to be in part nothing less than a conscious effort on the part of the directing powers to restore some semblance of the original partnership relations, doing it in the first place by some sort of selection, and in the second place by a campaign of education among existing stockholders.

When the Steel Corporation enables its employees to buy stock in a profit-sharing way, it is really buying their interest and loyalty. Swift & Co. have the same object in view when they take in employees of all departments.

The P. Lorillard Company is only one of a number of concerns which sends out sales matter with the dividend checks, as a reminder that it can make the interests of the company more closely its own.

The tendency, however, goes far back of individual perception and initiative. It springs out of conditions that have their roots in many different soils.

The most important of these is of special interest to advertising men, because of the close relation it bears to the movement for honest advertising. The so-called "blue-sky law" and the PRINTERS' INK Model Statute have marched

along side by side, the one representing in concrete form the desire of the advertising profession to "clean house" and the other the determination of the financial world to do the same. The most important factors in increasing the number of investors in industrial stocks are the turning of the public away from the fictitious, flaring, "blue-sky" promises of unknown speculations, the awakening of their interest in the offerings which are quoted on the Stock Exchange and about which there is ascertainable and verifiable information, and the bringing more into the light of publicity of the operations of Stock Exchange listed corporations.

ADVERTISING WOULD HELP

It is the transfer of confidence from the 1,000-to-one shot to a fair chance or a sound security. The process might be immeasurably hastened by more and judicious advertising.

The next important factor, doubtless, is the selling in "odd lots" or small lots of less than 100 shares — some brokerage houses are even advertising that they will buy as little as a single share of stock. This is a development of the speculative and investment markets designed to tap the immense savings that are now going into savings banks at 3½ and 4 per cent or else reposing in the ancient sugar-bowls or socks of unnumbered Aunt Hannahs and Uncle Benjamins.

And the third factor in the situation is the participation of employees, effected through transferring the stock to them at less than par and enabling them to pay for it in instalments. Profit-sharing as a supposititious solution of labor unrest has been too recently and exhaustively discussed to call for explanation.

Enough has been said to show that the effect, if not always the conscious purpose, of the tendency on the part of corporations to distribute their shares more widely is to increase the number of those interested in the different businesses and thus in all business, and to that extent to discourage

ill-advised attacks on any and all institutions of property.

Another effect it will also have of great importance is the restraining of official extravagance and misuse of corporate advantages, the managements are not only seeking to win the confidence and support of ever-larger numbers of investors but they must seek to deserve it. They must do this because the larger ownership involves a larger responsibility to it on the part of the executive. It is not by accident that the reports of the Steel Corporation and the American Telephone and Telegraph Company are among the most detailed.

The advertising effect has already been mentioned.

But these are individual matters, and the problem is also a general one. There is, therefore, something to be accomplished by joint effort.

The stirrings in the investment world promise to crystallize before long in an *investor's union*. A movement of this sort was started last fall by Herbert A.

Scheftel, of J. S. Bache & Co., bankers and brokers, of New York. Mr. Scheftel found that while the political attacks on property proceeded from several organized forces, the investors themselves, as investors, were not organized and had nothing to say that would be recognized as the voice of a powerful interest. He applied to the New York Chamber of Commerce to institute the movement, but the chamber considered it inexpedient for it to do so. Possibly it thought the country might think it too near Wall Street. Mr. Scheftel, however, has received approbative letters from all parts of the country and, though the work has been interrupted by a long illness, it will doubtless be carried to completion when he again takes it up.

His aims have been thus stated by himself:

"Unorganized as the stockholders are at present, they are powerless to protect themselves and their securities have become the target of socialists, yellow pub-

New York is the Greatest Summer Resort in the World

During the next 5 months 30,000,000 transients will visit the metropolis—200,000 people a day—from every section of the country.

We could make you the biggest advertiser in New York during the summer, which would give you tremendous National prestige. May we submit our plan?

The O. J. Gude Co. N.Y.

220 West 42d Street

AMERICAN ADVERTISING BROAD

I AM sailing shortly for a three months' visit to Europe in the interest of marketing American products abroad. Have you a client who contemplates attacking the European market? If so, my services are at your disposal for a personal investigation. I will carefully study conditions, collect all possible information and data, and submit to you a comprehensive report—*entirely free of any obligation.*

Address all communications to The Dorland Advertising Agency, 366 Fifth Avenue, New York.



WALTER E. EDGE

The Dorland Advertising Agency



The DORLAND Advertising Agency

is the only American Agency maintaining completely-equipped offices in London, Paris and European centers.

That is why the leading American Advertising Agencies find it more *convenient and more profitable* to place *all* their foreign business through us. Write for further particulars.

366 FIFTH AVENUE, NEW YORK

Wm. P. Scott, Jr., Manager

LONDON, PARIS, BRUSSELS

ATLANTIC CITY

lications and the politicians. But if these same stockholders and property owners were organized, the business and industrial interests of the country would lead all others and this influence would benefit every member of the community."

But there are other possibilities of interest to advertising men. As Mr. Scheffel points out in a statement to PRINTERS' INK:

"From the advertising point of view the most obvious benefit to manufacturing corporations in the organization of the stockholders of such corporations would be the utilizing of these shareholders, more or less directly, in a selling campaign.

"Take the instance of some large corporation whose products are advertised and sold all over the United States. If every stockholder in such a corporation would become interested, more or less, in making known at every opportunity the desirability of such goods, with the idea of increasing sales, the effect upon such sales would, it seems, be very beneficial in increasing their volume. In fact, the benefit might be phenomenal.

"I am told that some large corporations endeavor in a way to get their stockholders interested by sending out tasteful advertising matter with their dividend checks. This is not often done, but it undoubtedly has a beneficial effect. It can be seen at once that if the corporation were in close touch with its stockholders, it could push its advertising and selling to a remarkable degree, constituting each stockholder a salesman personally interested in the sale of the goods."

A moment's reflection will show that the unionization of stockholders would do much to promote such a condition; their devotion to the idea would be followed by their devotion to their particular investments. The possibilities in the situation are immeasurable.

The Arsenal Varnish Company, Rock Island, Ill., is using small space to advertise outfits which will enable automobile owners to paint their own cars.

Russell Speaks at Edinburgh

Thomas Russell, president of the Incorporated Society of Advertising Consultants, London (England) and London correspondent of PRINTERS' INK, addressed on February 26 one of the largest audiences ever assembled to listen to advertising men outside of the national conventions. The occasion was a public meeting held in the United Force Assembly Hall, Edinburgh, under the auspices of the International Correspondence Schools (Limited). About 1,000 persons attended.

After an introduction by J. R. Findlay, Master of the Edinburgh Merchant Company, Mr. Russell spoke on "Advertising and Selling as a Career."

Mr. Russell at the outset said the birth of the new spirit in modern commerce dated from the recognition of the fact that selling was an art by itself. A man might know all about the goods he dealt in, but not how to sell them. That made salesmanship a most promising career.

It was not an exaggeration, he believed, to say that the total advertising bill of Great Britain must be £100,000,000 a year, and still not one per cent, he thought, of the merchandise sold was advertised. Modern efficiency teaching refused to treat advertising as a business with no certainty in it. To link up the place of supply with the selling of goods to the consumer was the work of the modern scientific salesman. He had really two jobs before him. He had to make the public want the goods and to arrange that they should get them. It was precisely because the work of the modern efficient salesman was not easy that modern salesmanship, which included modern advertising, offered so promising a career to those who would go into it as trained men.

Gair Company's Cleveland Branch

The Robert Gair Company, of Brooklyn (which makes containers, boxes, envelopes, etc.), has appointed H. W. Bennett manager of its new Cleveland office.

Nelson A. Arend, formerly with the Niagara Lithograph Company, Buffalo, is also with the Cleveland office of the Gair company.

Wood with Bloomingdale

Gifford Wood, for a year and a half a member of the advertising staff of R. H. Macy & Co., and late of the special service bureau of the *Dry Goods Economist*, has been appointed assistant advertising manager to Bloomingdale Bros., New York.

Heater Company's Slogan

The International Heater Company, of Utica, has just put out copy for a street-car campaign. The car-card copy urges the reader, whether he is buying or renting, to insist on an "International." The slogan is, "At the Sign of Good Heating," which is being displayed on store signs distributed among the dealers.

Economy Tendencies in Distribution

Why Some of Our Accepted Methods Are Wasteful—Influences at Work to Eliminate Unnecessary Cost of Intermediate Handling—Should Jobbers Be Merely Order Clerks?

"A VITAL fact about modern merchandising which does not seem to be appreciated at its full value is that the jobber is more truly in the banking business to-day, handling notes and commercial paper, than he is a merchandiser," said Gridley Adams, of the Stewart-Warner Speedometer Corporation at a luncheon of the Advertising Association of Chicago.

He said that the banks of Chicago are just as much manufacturers and dealers, if not more so, than the manufacturers and dealers themselves. He explained that every bit of raw material his company bought was paid for by the bank in the checks that the various concerns receive for these goods, that are drawn on this bank. Likewise the bank sells all of the company's finished product in that it receives all of the checks his company receives for the finished product before the company receives the benefit of this money. Mr. Adams added that notwithstanding the fact that the banks virtually transacted every bit of the business of hundreds of concerns, yet nothing but slips of paper passed through them—they did not handle speedometers, harvesting machines, boots, shoes or dry goods, and yet they handled all of those commodities *in terms of money*. He also said that every concern is in the money business, although some of them deal in money *in terms of shoes, or in terms of speedometers, etc.* As a concrete instance of how some jobbers do business on paper Mr. Adams gave the following:

"I know a man down in Texas who handles a well-known make of hats and keeps a large stock on hand and rents an expensive building. In a conversation with me

on the train he told me some interesting facts—from which it developed that he did business with his trade at the same price he paid for the goods, but on a thirty-day payment basis, whereas he was allowed by the manufacturer ninety days in which to make his payments. The result with him has been, as his statements showed, that his profits have come almost entirely from interest and discounts earned. In fact, his yearly profits were less than a hundred dollars more than the item on his yearly statement of interest earned."

It was Mr. Adams' contention that the present method of merchandising through jobbers who actually handle goods over and over again is expensive, wasteful and unnecessary.

He pointed out that, according to eminent railroad authorities, a freight car is in actual use only two days out of seven and when in use carries, on the average, only one-third of a load.

Mr. Adams showed that according to the usual custom, the average article of merchandise, in its journey from the manufacturer to the dealer through the jobbers, has to be crated and uncrated seven times, freighted four times, unpacked three times, assorted three times and repacked three times—all of these charges and recharges piling up the ultimate cost to the consumer, while not adding one bit to the quality of the product or to the profit of the manufacturer and dealer.

His contention was that almost all this expense of inefficient freight-car service and needless handlings can and ought to be abolished in the name of economy.

The parcel-post system has made a vast and vital change in the merchandising situation. It was Mr. Adams' opinion that the various intermediate jobbers ought not actually to handle the goods themselves but to handle only the orders for the goods, forwarding those orders to the manufacturer whose billing would be to them but whose shipments would be in small consignments



**"What a fine picture!
I'll look through this."**

THE impression of the open page is the first impression a book makes—and it is 99% paper. After that your reader glances at the pictures. If they look pleasing and interesting (which they cannot on poor paper), he says, "I'll look through this."

Warren Standard **Book Papers**

carry that distinction that "stands out" in all thoroughbred products. You can see this quality in the samples of Warren Standard Paper which we will send you on request. Notice Cameo Paper, whose velvety, dull, coated finish softens the screen effects of halftones, gives them the depth and realism of actual photographs. Observe Lustro Paper, whose even, lustrous surface renders perfectly either brilliant halftones or the softest vignette effects.

The Warren Standards are the result of years of specializing on printing paper—of constant endeavor to do one thing supremely well. They demonstrate that no saving of a few cents can balance what cheaper paper can lose you in results.

Send for Specimen Sheets—Sent Free

—of all Warren Standards. They contain examples of printing results in halftone and color; color, "make-up" and typographical hints; instructions for getting best "Warren Standard" results; hints to make stock choice easy. They are mines of ideas for practical printers. Sent Free.

S. D. WARREN & CO.

163 Devonshire Street

Boston, Mass.

*Manufacturers of the best in staple lines of
Coated and Uncoated Book Papers*



NEW YORKER STAATS-ZEITUNG



The Key to the German Market of New York

with its morning and evening editions combined, reaches a greater number of readers than any other German newspaper in New York.

4,900,000 lines of paid advertising published yearly. This is more than that published by all the other German newspapers of New York combined.

The overwhelming leadership of the NEW YORKER STAATS-ZEITUNG is due to the recognition of the true value of its advertising space. The prime element of this value lies in the fact that the character of the NEW YORKER STAATS-ZEITUNG as a newspaper attracts to it a very large number of the kind of people most desired as customers by the vast majority of merchants and manufacturers.

Its private cable service with Berlin is a feature not enjoyed by any other German newspaper of America. There are many other features of like merit.

The circulation of the NEW YORKER STAATS-ZEITUNG is guaranteed by the Association of American Advertisers

New-Yorker Staats-Beitung.

"THE GREAT GERMAN DAILY"

Established 1834

HERMAN RIDDER, Publisher
82 William St., New York, N. Y.

by parcel post direct to the individual dealer.

This, he explained, would also cut out the enormous cost of rents for jobber's warehouses and insurance on the stock in them, because only salesmen, an office and a clerical force would be needed in each instance.

"There are many evils in the present merchandising system which this plan would obviate," said Mr. Adams.

PARCEL POST WILL HELP THE DEALER

"To-day it is practically impossible for a person to get an article of fashion at the middle or near the close of a season if a dealer happens to be out of it. This is because the dealer now cannot order one of such articles but must order a case of them. So he prefers not to order any and to turn down the order.

"Under the parcel-post method of doing business, the dealers would send in their orders for individual articles of this type to their small jobber and he would transmit his order to the large jobber who, in turn, would get others of like size from other small jobbers and eventually a sizable order, now lost, would be sent to the manufacturer to whom it would be just like velvet. In turn, he would make his shipments direct to the scores of dealers whence the original orders came.

"The great opposition to the parcel post on the part of jobbers and traveling salesmen is because they think it will kill their business and do away with the middleman. As an example of how baseless this argument is just consider that a short time ago the actual currency in existence in the United States was only a little over three billions, while at the same time deposits in the national banks were a little over 13 billions. This shows that we are in the *credit business*; that the reason why all people do not buy of mail-order houses is that some of them do not have the cash and must go where credit will be extended to them.

"There are few concerns in the country large enough, or with banking facilities great enough, to help them finance a proposition by which they could extend credit direct to small dealers or consumers all over the country to the number of many thousands.

"This system of credits is a matter of zones. A manufacturer usually sells his product to two or three large jobbers whose commercial paper the manufacturer's banker will accept. But such a bank would not go so far as to accept paper promiscuously from all over the country.

"Likewise the two or three large jobbers sell to smaller jobbers in the largest cities of their section of the country, and their respective banks accept the paper which the large jobbers receive from the smaller ones. But beyond this zone—not a zone of locality strictly but of mercantile standing—the large jobbers will not accept paper. In following out the line we come to the jobber in a medium-sized city who knows his trade in his immediate territory and whose bank will accept paper from his customers. But this line could not go further than the jobbers who accept the credit of small retailers who deal with consumers.

"Jobbers do not seem to realize that it is perfectly possible for them to do business without handling the actual goods. I remember when I was in charge of the circulation department of a magazine of large circulation we were offering many premiums, but we found it wholly unnecessary to carry any of them in our office. Instead we had various labels. If there was need to send a pair of shears as a premium, the recipient's name and address were simply written out on the proper label and that label was forwarded to the scissor factory, from which we had a flat price for the article mailed, to which we added a small charge for our clerical services so that we knew exactly what the transaction cost us without ever seeing the goods.

"One great difficulty with the present merchandising system is

"I feel very grateful to you for recommending the 24 lb. Folio, White, Unglazed Coupon Bond, and if the users of sales letters will act on your suggestion, I feel sure they will be repaid for doing so."

R. M. BURTON

Rockford Belting Co.

Rockford, Ill.



COUPON BOND

Fac-simile Water-mark

The DeLuxe Business Paper
One of the "Eagle A" Water-
Marked Line

Will *you* act on our
suggestion?

Send for our Portfolio of Printed,
Lithographed and
Die-Stamped
Business Forms
on the White and
Six attractive
Colors of Coupon
Bond.

AMERICAN WRITING PAPER COMPANY
31 Main Street, Holyoke, Massachusetts

New England's Prosperous Local Cities

The First Place to Begin Advertising

Follow the Line of Least Resistance!

These local cities should be the first place to begin, as they are the points of least resistance. A desirable place to enter the thin edge of the wedge to cleave your way to business success.

Of least resistance because for generations the residents have been educated by the local daily newspapers to buy advertised goods; because they have the money to buy them once desire is created; because the dealer will help to push things along to success.

The attitude of the dealer to advertised products may be gathered from these gleanings of "A Merchandiser's Experience in New England," page 102, April 2 issue of *PRINTERS' INK*: "Taken on a whole the New England dealer is far more intelligent than the dealers in many sections." A progressive Lynn druggist told him it was his policy to stock an article the first time he saw it advertised, and he required his clerks to keep their eyes open for any new campaign; other things being equal the advertised lines were always given the preference. "Unlike most sections of the country window space can be had without charge in New England." (This

probably applies to advertised articles.) "I always found them (the jobbers) mighty glad to do anything within reason to help me in my work. Many of the jobbers will go so far as to send a man around with the salesman." "Not only did they give me a card of introduction which was of immense help to me but they even went so far as to furnish a list of customers to call on with full data as to whom to see, etc. This card enabled me to cover the ground in half the time with twice the results." "I was able to interest 143 dealers out of a possible 239 in pushing our proposition."

The line of least resistance being proven, New England is the best place to start. Try these twelve newspapers in these twelve good trial cities:

<i>Worcester, Mass., Gazette</i>	<i>Burlington, Vt., Free Press</i>
<i>Bridgeport, Ct., Telegram</i>	<i>Manchester, N. H., Union and Leader</i>
<i>New Haven, Ct., Register</i>	<i>Lynn, Mass., Item</i>
<i>Meriden, Ct., Record</i>	<i>New Bedford Standard and Mercury</i>
<i>Waterbury, Ct., Republican</i>	<i>Salem, Mass., News</i>
<i>Portland, Me., Express</i>	<i>Springfield, Mass., Union</i>

the fact that the manufacturer of to-day can with little certainty judge what his next year's sales will be when reckoning on a basis of this year's sales.

"This is because he has no way of knowing what proportion of the goods which this year's sales represent are still lying in stock in the jobbers' warehouses at the end of the season.

"And the latter situation has long had its evils, because the goods left over on the jobbers' shelves find their way into dealers' irregular 'clean-ups,' consisting of mill-end sales and fake fire sales and others of like ilk, during the continuance of which, in a small town, the other dealers, handling like goods, can do little other than to sit with their hands folded until that sale is over. And this is a situation which disrupts business from stem to stern.

"The National Tube Company, of Pittsburgh, has been one of the first, I believe, to appreciate that this situation exists and to take action by doing away with established distributing stations through the country."

Now It's Hygienic Go-Carts

The Bloch Go-Cart Company, of Philadelphia, is running ads in the New York *Evening World* and the Philadelphia *Evening Bulletin* playing up the health and hygienic features of its baby carriage. In one of the ads women are told to put the matter up to their doctors "and let the doctor decide."

According to Julius Scheck, who is handling the Bloch advertising, the policy of the company in doing this advertising has created considerable dealer good will, and in many cases dealers wrote in, asking to be sent electros of the ads with the text matter mortised out for local use. The Bloch Go-Cart will also be advertised in women's publications.

Novel Copy to Advertise Artificial Leather

"How many hides has a cow?" asks the DuPont Fabrikoid Company, Wilmington, Del. "The area of automobile upholstery made from one cow's hide is about three times that of the whole hide." The process of "splitting" the leather and the artificial "graining" is described, and the argument follows that split leather is itself artificial, and not so good as the stronger and more uniform substitute.

Our esteemed fellow citizen

Ex-President William H. Taft

Says: "Coming to New Haven I found the atmosphere very much as when I left it years ago as a graduate. There is wealth enough here to create comfort without extravagance, and proper living without display."

New Haven Connecticut

Such a city as is described is a fine place to measure the strength of your advertising. The

Evening Register


is the one great paper of New Haven. Sells for two cents and outsells all penny competitors.

New Haven people appreciate what is worth while, hence the REGISTER leads in circulation and advertising.

JULIUS MATHEWS, Representative.

Over 24,000

paid subscribers,



Guarantees Circulation.
Scrupulous advertising policy.
 It means *prestige* to an advertiser to be in Medical Council.
 "Giving practical service to its readers"—is the *solid* foundation of Medical Council's success.
 The medical profession has confidence in Medical Council.
 It's the big value in medical field.
 Write, rates, sample copy, etc.
 42nd and Chestnut Sts., Phila.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of the Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

Let the Weather Advertise You

Take advantage of its "human interest" element and keep your name before the public 365 days in the year.

A Taylor Thermometer

will be hung up gladly in a space you couldn't buy at any price.

Many national advertisers have learned this to their great advantage.

Why not you?

Write today for samples and catalogue, stating nature of your business.

Taylor Bros. Company

204 Ames St., Rochester, N. Y.

Trade Press Hears Advertisers

SPEAKING before the New York Trade Press Association last Friday, O. C. Harn, advertising manager of the National Lead Company, predicted that the movement on foot to put trade-paper circulation statements on an undisputable basis would revolutionize the methods in vogue of buying space in those publications.

Mr. Harn pointed out that the only possible ill which might follow in the wake of the undisputable circulation statement would be that it will deprive programme makers of one of their most fertile subjects, and he didn't know what the programme makers would do after that much-discussed problem of "how to make publishers tell the truth about circulation" had been solved.

Growing serious, Mr. Harn said: "As it is now, all advertisers are suspicious about circulation statements presented and compiled by interested publishers. Not that they think all publishers are dishonest, but they know how easy it is for a publisher who wants 'to put anything over,' to do it. When the new constitution has been adopted by the Federation of Trade Press Associations, and after the new Advertising Audit Association gets to working, things will be different. The advertiser will simply say to the solicitor 'Do you, or do you not, present a vouched-for audit.' If he does not, the advertiser will quickly tell him: 'Then we are not yet ready to consider your publication.' There will be no need for an advertiser even considering a publication which is unwilling to show him a circulation statement that cannot be questioned."

F. R. Davis, advertising manager of the General Electric Company, spoke along the same lines and reviewed the movement for certified circulation by various bodies organized for that purpose. "Now that the end is in sight," said Mr. Davis, "it will leave these organizations free to devote their

time to other matters which will make for efficiency in advertising, with a resulting benefit to publisher and advertiser alike."

President Robbins announced earlier in the evening that at a meeting of the board of directors it was voted to endorse the Advertising Audit Association and Bureau of Verified Circulations, and members of the New York Trade Press Association were urged to join the association as soon as possible. Mr. Robbins stated that the Audit Association already had \$80,000 of the required \$100,000, and that he believed the balance would be made up in a few weeks.

Other speakers on the subject of "How to Make Truth Telling Regarding Circulation Pay a Dividend," were K. M. Good, of *Vogue*; F. T. Root, of the *Dry Goods Economist*; W. H. Thompson, of the Hill publications; J. Clyde Oswald, of the *American Printer*, and J. George Frederick, of the *Business Bourse*.

Long-Distance "Ginger Talks"

A feature of the National Efficiency Exposition, held at the Grand Central Palace in New York, April 4 to 11, was a demonstration of modern telephone service and its possibilities from a business standpoint. Among other uses advocated for the telephone was a sales or advertising manager giving the salesmen "ginger talks" by long-distance telephone. This practice, it is claimed, would result in the men doing better work, and at the same time enable the house to keep the men posted on local developments without waiting for letters. It was also pointed out that a long-distance talk by the sales manager went far to cheer the salesman working in hard luck, as it had the personal touch missing in the typewritten word. The telephone company claims that a dictated letter costs anywhere from 25 to 50 cents, including material, postage and stenographer's time, and that even a simple circular costs five cents to get into the recipient's hands. Taking into consideration time lost in transit and the saving of the principal's time, the cost of telephoning is usually less than the cost of a letter—at least, that is the contention of the telephone interests.

The Kentucky Paint Mfg. Company, of Louisville, has been carrying on an advertising campaign in the newspapers of Louisville and the country papers throughout the State, exploiting its line of Silver Seal paints. It has gone into a large number of country papers,

Portland

The Gate-way of Maine

This is Maine's largest city. It is the richest, most beautiful and most progressive of all Maine's fine cities.

More bonds are sold in Maine per capita than in any other state in the Union. Shows we have the price if your goods appeal to us, and they will if they are worthy. Let the

Evening Express

carry your message in Portland. The only afternoon daily, circulation 19,537 net. Covers the Portland field so thoroughly that there is nothing more left to cover.

JULIUS MATHEWS, Representative.

Try these From Factory to You

I-See-Co.

High
Grade
Stogies



SOME MEN
will not
smoke
stogies, be-

Only
\$3.00
per 100
prepaid

cause they think it is a cheap smoke, and do not know that there is the same difference as in good and poor cigars. I-SEE-CO. stogies are made of high grade domestic and Cuban tobacco. Long filler, without licking or pasting. Natural cure heads—absolutely sanitary.

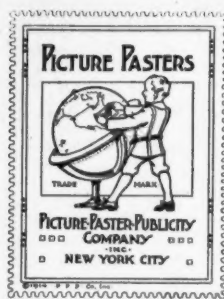
Smoke a few at our risk. If you don't say they are the best you ever smoked, your money is yours again. We make seven varieties of superior long filler cigars and sell direct to you—giving you exceptional values for little money.

Special Simply send us \$3.00 for 100
Introductory "Blondora," a very slender, clear
Offer Havana filler, 6 in. cigar. We send them prepaid. Unroll one—cut one open. Smoke all you like. Then if you are not convinced and delighted, your money is yours again.

40c. brings 10 assorted sample smokes and interesting booklet "A New Light on an Old Subject."

ISENBERG CIGAR COMPANY
48 Fourteenth Street Wheeling, W. Va.

Men of good address wanted to sell individual smokers. We do not sell to dealers.



Advertising Managers!

The greatest craze that Germany ever saw has hit this country with a BANG!

Every child in Germany from the toddling stage to the long-pants age is collecting Publicity Pasters.

Several of the biggest and most astute American advertisers have anticipated the coming of this craze. They have placed millions of these pasters in circulation.

Every Advertising Manager should familiarize himself with what these firms have been doing along this line.

We will gladly give you the facts and send you specimens of what has been done, if you will write us on your business letterhead and send us some of your advertising literature.

Allow the Publicity Boy to open up a novel and most profitable advertising field for you.

The Publicity Boy
Picture Paster Publicity Co.,
 Inc.
 2 Rector St., New York

Sunday Magazine Campaign for Mecca Cigarettes

A campaign confined principally to Sunday magazines is now being run by The American Tobacco Company for Mecca Cigarettes.

Those magazines used are as follows: *Associated Sunday Magazine*, *American Sunday Monthly Magazine*, *Illustrated Sunday Magazine*, *Semi-Monthly Magazine Section*.

The copy is confined to double-page colored spreads, and during the six months that the advertising appears at least ten different designs and changes of copy will be run.

To announce the campaign to dealers samples of the spreads have been run in *The Tobacco World*, *The United States Tobacco Journal* and *The Western Tobacco Journal*. The total circulations of the magazines in which the Mecca advertising is appearing is figured as 9,041,125.

Razor Campaign in Newspapers

The American Safety Razor Company has started a newspaper campaign in Chicago for Ever-Ready Safety Razors which is linked up closely with the vigorous work of the selling organization. One advertisement of the series features a coupon at the top of the copy, designed to interest the dealer at the same time it is appealing to razor users.

The headline "This is cash to your dealer" is placed beside the coupon, which, if signed and presented to a dealer, entitles the holder to a trial Ever-Ready blade. The coupon contains this message: "When properly filled out and after the dealer has given one 'Ever-Ready' blade from his stock in exchange, this coupon will be redeemed for five cents." The first paragraph in the copy is a note to dealers and the copy is so worded as to induce the retail merchants to read the details of the advertisement.

C. B. Keemer with Stalker Agency

C. B. Keemer, who has been associated with the Miller Agency, Toledo, Ohio, has joined the Stalker Advertising Company, which was recently incorporated in Toledo. Some of Mr. Keemer's accounts are the Detroit School of Lettering, Detroit, Mich.; J. J. Hildebrandt (fishing tackle), Logansport, Ind.; Weil Brothers (furriers), Fort Wayne, Ind.; Universal Machine Company, Bowling Green, Ohio.

Dempers Goes with Allen & Ward

P. H. Dempers, for the past two years advertising manager of *Farmer and Brexder*, and prior to that Eastern representative for a number of farm papers, among which was *Farmer and Brexder*, has accepted a position with Allen & Ward, of Chicago, and will continue to represent that paper.

Central Division Advertised in Indianapolis

The Publicity Division of the Indianapolis Chamber of Commerce considered the convention of the Central Division of Associated Advertising Clubs held in Indianapolis April 9, 10, 11, 1914, of enough importance to the city to advertise it to the business men through the local newspapers. A series of ads were run, illustrated by the Truth emblem of the Associated Advertising Clubs of America. One piece of copy read: "Mere sales or customers? Are you making sales or customers? There's a world of difference, Mr. Business Man. Without doubt you can and will learn some of the ways other bright people have found to make customers out of sales when you attend the sessions of the convention of the Central Division of the Associated Advertising Clubs of America."

New Flour Campaign in Chicago

A newspaper campaign is being run in Chicago for Swan's Down Flour, made by Ig'heart Brothers, Evansville, Ind. The campaign consists of large copy, well illustrated with package of the product and home scenes. One advertisement is illustrated with a picture of a woman at a telephone. This is linked up with the phrase "Phone now for a package." A new recipe book, "Cake Secrets," is offered free, and each advertisement has a special talk to housekeepers about the chemical composition of flour, its nourishing qualities, and how to obtain light, fluffy cakes.

Dinner to "Dry Goods Economist" Staff

A dinner in celebration of its first "world-wide number" was tendered by the *Dry Goods Economist* to its staff on Monday evening, April 6, at the Hotel Imperial, New York. Eighty-five were present, and among the speakers were H. M. Swetland, vice-president of the United Publishers' Corporation; R. E. Fowler, advertising manager for Prinz-Biederman Company, of Cleveland; Roy F. Soule, editor of the *Hardware Age*, and C. G. Phillips, president of the *Dry Goods Economist*.

Gold Bond Coffee Being Advertised

Jewett & Sherman Company, of Milwaukee, is conducting a campaign for Gold Bond brand coffee in newspapers. The copy is illustrated with pen-and-ink drawings showing how good coffee brings contentment into the family. Such phrases as "Price alone doesn't indicate the quality of coffee. It is the flavor—the aroma—the satisfying taste that counts," etc., are used to establish the quality of this brand.

THE BEST BUY for advertisers in Worcester (Mass.)

The GAZETTE has two great points in its favor for advertisers.

1. A greater city circulation by one-third more than the next nearest. See A. A. A. report on net paid circulation. About twice the circulation of any other afternoon daily in Worcester.

2. A far lower rate per line per thousand of circulation on a campaign running into a fair volume of business.

Worcester is a great city for results to advertisers, and the

Gazette

is Worcester's great advertising medium.

JULIUS MATHEWS, Representative.

Mr. G. H. Brinkler, the noted food expert of Washington, D. C., one of the largest users of magazine advertising in the country says:

"PHYSICAL CULTURE is the best medium on my list and I use from fifty to one hundred other magazines."

PHYSICAL CULTURE

tops the lists of a good many advertisers representing a wide variety of business.

The Reason:—An advertising section that is religiously consulted by the subscribers all of whom have unlimited faith in whatever is printed between the two covers.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

The Steadiest Growing Magazine Advertising Section in America

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30. quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, APRIL 16, 1914

Inadequate Laws Against Misrepresentation

It is small wonder that manufacturers of textiles, boots and shoes, and certain rubber goods are opposed to the enactment of the bill introduced in Congress by Representative Lindquist, which would require the labeling of their products to show the proportions and quality of the materials of which they are composed. The bill is ostensibly intended to prevent "misrepresentation and fraud in the sale of goods," and there seems to be considerable ground for belief that its results would be quite contrary to that laudable purpose.

Samuel S. Dale, editor of the *Textile World Record*, Boston, goes into the subject pretty deeply in a statement to the Massachusetts General Court, which recently considered a resolution requesting Congress to pass the Lindquist bill. Speaking for textiles, Mr. Dale shows that it would be utterly misleading to the consumer to compel manufacturers to label goods "pure wool" or "wool and shoddy," since there are kinds of

shoddy which represent much better value than certain grades of pure wool. "Dung locks" at 1½ cents a pound would be entitled to the label "pure wool," while garnetted worsted waste at 33 cents a pound would have to be marked "shoddy." The result in the mind of the consumer who purchased goods made from these materials would be entirely misleading.

Other examples are cited by Mr. Dale, and the shoe people have not overlooked the opportunity to show how the law would result in a similar deception of the consumer. But the trouble with the Lindquist bill, from our point of view, is in the fact that it is entirely aside from the main purpose. What is needed is a law which will prevent *misrepresentation of any facts concerning the goods*, directly or indirectly. Furthermore the law should cover all goods, not simply those manufactured from certain fabrics. It would be possible for a manufacturer to live up to all the terms of the Lindquist bill, and find it a positive help in putting over an egregious swindle.

PRINTERS' INK believes that the way to prevent misrepresentation is to make misrepresentation a misdemeanor. At best the Lindquist bill and others of its ilk simply make it a little bit harder to misrepresent under certain circumstances and in certain particulars. The PRINTERS' INK Model Statute, which makes it a misdemeanor to misrepresent goods by any form of advertisement, written or oral, is on the statute books of six States. Eleven other States have laws to the same purpose, and while we do not consider them so effective as the Model Statute they are better than no laws at all, and far superior to such less-than-half-way measures as this Lindquist bill. Perhaps the time is not yet ripe for a Federal law aimed directly against misrepresentation, but it will be some day.

**The
New Haven's
Press Agent**

Once in a while it is possible to get the press agent in the spotlight and keep him there while the

value of his services is analyzed. **PRINTERS' INK** for March 19 contained a letter from C. R. Lippman, commenting upon the testimony before the Massachusetts Public Service Commission, which showed that the New Haven Railroad had been paying for "press notices" at the rate of \$300 apiece. On March 13, before the same commission, C. W. Barron stated that "Mr. Mellen's few weeks of taking the public fully into his confidence" (this time over his own signature) "won the public endorsement for his plans."

"There is only one trouble with this advertising," says Mr. Barron. "Mr. Mellen should have begun eight years before to have acquainted the public officially with his doings, his aims, and his policies over his own signature."

"He invested too much money without making sure of the public good will and support."

"The lesson in New England will be heeded throughout the country. Private capital cannot hereafter be invested with safety in transportation without assurance of the public good will and a popular demand for fair treatment for the railroads."

"It is not safe to put your money into a road that does not hire along with the best railroad talent the highest and best forms of publicity that the public may promptly know and support every one of your financial undertakings. The large New Haven investment outran the public good will."

It isn't often that so sharp a comparison can be made between press agency and legitimate advertising. Mr. Barron is emphatic in his statement that the eleventh-hour campaign turned the tide of public opinion in Massachusetts, and that the only trouble was that it came too late. He is apparently firm in his belief that the New Haven financial gymnastics were legitimate and warranted by the circumstances, and that a proper campaign of publicity would have convinced the public of the fact. Let us hope so; but whether the financiering was warranted or not, it is certain that the press agent's

ministrations did not noticeably tend to convince anybody that it was.

Besides, \$300 per notice is a pretty high rate for "free" reading matter. The New Haven experience might well form the text for an article on "How Little Can Be Done for \$40,000 a Year."

Responsibility for False Statements

Some years ago, when S. C. Dobbs, of Coca-Cola, was president of the Associated Advertising Clubs of America, he had a curious experience as a result of one of the many speeches he made throughout the country urging a higher moral standard in advertising. At the close of an address before a Western advertising club, a young man in the audience introduced himself as the advertisement writer for a certain local concern. The young man said that he had been writing a lot of advertisements which he knew to be untrue under the direction of his employer. After listening to Mr. Dobbs' appeal, he determined to resign his position immediately.

In the light of later events, the young man's action was not only commendable from a moral standpoint, but it was also prudent from a legal standpoint. Among the officers of the Sterling Debenture Company who have just been sentenced to long terms of imprisonment for defrauding the public, **PRINTERS' INK** notices the name of the "publicity agent," who has been sentenced to a term of three years.

Some advertising men seem to have had the impression that they do not incur any personal responsibility in writing or circulating deceptive and dishonest advertising. The action of the court will now give them a new light. The advertisement writer, the advertising manager and the advertising agent are not in the same position as the lawyer, for example, who is retained to defend a criminal. If an advertising man lends his talents to putting over on the public a real fraud, he will not be held guilt-

less. Furthermore, the laws against fraudulent advertising in five states specifically affirm that the employee who makes a false statement shall be held equally guilty with his employer.

Here is another reason why advertising men should look very carefully into every phase of a proposition which they may contemplate promoting; in other words, still another reason for "digging deep."

The "Me, Too," Solicitation

One of the discouraging features of the advertising business is the old-fashioned solicitation put up by some representatives.

An advertiser located in Detroit or Toledo may, after considerable aggressive solicitation, start a campaign with one or a number of publications. Sometimes the advertiser has been worked on for years. When his first copy appears that is the first the "me, too," solicitor has heard of him, and the advertiser receives a telegram like the following: "May we run your advertisement which appears in this week's issue of Blank's Magazine? Please wire collect."

There are never any substantial reasons given why the publication should be used—except that the advertiser has used copy somewhere else. Can you imagine a salesman for a shoe house in Lynn, Massachusetts, who has just heard that the Jones Store in Wichita, Kansas, has just purchased a bill of goods from a competitor, wiring Mr. Jones: "Understand you have bought bill of goods from Smith Brothers. Will you buy same amount from us? Please wire collect."

If the "me, too," solicitors would really get out and do some work, telling advertisers why they ought to use their mediums, and forget the mediums in which the advertisers are using space, they would get a good deal more business, and incidentally enjoy a much better reputation for themselves, as solicitors.

Every publisher welcomes the

right kind of competition, but the "me, too," solicitor is not in this class.

The Right Size of a Sample

The experience of the Pompeian Company in sampling olive oil, as told by Nathan Musher, president of the company, in last week's PRINTERS' INK, should be read with other sampling experience in mind in order to get its full significance. Mr. Musher says that after spending \$15,000 to \$20,000 for free samples he is convinced that the plan should be almost wholly abandoned, for the reason that it is impossible to give samples which would do justice to the product. One or two "tastes" are not enough to give an adequate idea of superior flavor. "If you must give a free sample, give a quart can," is Mr. Musher's conclusion, but the privilege has been extended to only a limited number of high-grade dealers.

The wisdom of confining the distribution of full-size samples to certain dealers of known standing is apparent when we remember the experience of certain manufacturers of breakfast foods and soap who gave sampling with full-sized packages a try-out that was perhaps too thorough. The sampler made a big impression with the housewife when he gave her a sizeable quantity of goods without charge, but she objected to paying ten or 15 cents to the grocer for a package no larger. The principal result was a depreciation of the value of the goods on the dealers' shelves, and full-size sampling by the manufacturer was largely abandoned.

When it is impossible to make a small sample effective, and a large sample results in casting doubts upon the value of the goods, about the only thing left is the careful distribution of full-sized packages by the dealers themselves. The dealer can make it plain to his customer that he is giving her the goods "to try," and the sample comes as a personal favor from someone with whom she has business relations.

The New Currency Act

How It Will Affect You

This is the title of a new copyrighted Booklet just issued by us, which explains the probable effect of the new Currency Law on the banker, manufacturer, farmer, merchant and laboring man—told in simple, understandable language.

Sample copies will be sent free on request to readers of *Printers' Ink*.

Thousands of these Booklets are being distributed to their clients and customers by bankers, merchants and manufacturers, for which purpose *quantity prices* will be furnished on application.

H.E. Lesan Advertising Agency, Inc.

Four-forty Fourth Ave., New York City

Old Colony Building, Chicago

Applying the Editorial Test to Copy

What a \$4,800 Experiment Taught the Raymond Concrete Pile Company—How to Analyze Trade-Paper Copy—Fitting the Copy to the Audience—Some Common Pitfalls

"IT cost us a tidy \$4,800 and two years of valuable time to learn how to make our technical advertising pay," said the manager of the Raymond Concrete Pile Company to a PRINTERS' INK representative.

"When we came to the conclusion to advertise back in 1910, we had about as much idea about copy and space as a rabbit had about Broadway. We had a hazy idea that there were a lot of people who didn't know about Raymond concrete piles who ought to. We had heard considerable about associating our name with concrete piles. But that there might be short-cut ways of doing it never entered our heads. To us it seemed merely a matter of buying decent sized space in a few good papers and filling that space with talk about Raymond concrete piles.

"We couldn't afford to pay an advertising man \$3,000 a year, and yet we felt we ought to have a man who was familiar with the ins and outs, as well as mysteries of advertising. After listening to the high-sounding speeches of a dozen different solicitors we had quite an idea of the intricacies of advertising. So when a smooth-talking young free lance happened into the office one morning and offered to pilot our advertis-

ing craft for the small sum of \$200 a month—an unusually low price to get us started—we jumped at the chance like hungry bass at a specially tempting fly.

"Little by little we grew wiser, and in direct proportion to our acquiring advertising wisdom the \$200 monthly fee dwindled.

CLIMBING OUT OF THE RUT

"It happened that a certain solicitor for one of the engineering papers had been after us for a long time to let his service department put our copy on a more profitable basis. But we were firm believers that anything you get for nothing was on a par with its cost. So we looked upon the idea as some sort of a new 'graft' game, and finally, when we did decide to try out the suggestion we did so half-heartedly, but we have lived to see that it was the best thing we ever did."

At that point starts the story of advertising success. A voluntary

PAGE FIVE—THE RAYMOND PAGE

LAST WEEK

Shell

Core

STEP 3

in

"The Making of a Raymond Concrete Pile"

The Raymond Specialty Reinforced Steel Pile Shell is driven on the core and is drawn—the core is withdrawn—and the shell stays in the ground.

This picture shows the shell and the core in the ground, just previous to withdrawing the core.

The shell, which protects the "green" concrete pile from deterioration, is the feature that enables Raymond Concrete Pile piles of KNOWN QUANTITY pass of CERTAINTY.

Watch for next week's Raymond advertisement.

THE PILING BOOK TELLS THE WHOLE STORY

Collapsible Core or Mandrel

The Reinforced Steel Shell which stays in the ground

"A Plan for Every Pile—A Pile for Every Project"

RAYMOND CONCRETE PILE CO.

NEW YORK: 140 Cedar St. Chicago: 111 W. Madison St.

RAYMOND CONCRETE PILE CO. LTD., Montreal, Canada

ONE OF A SERIES WITH REAL SALES APPEAL. COMPARE OLD STYLE, PAGE 124

increase from quarter to half-pages, from half to whole pages every other week, and now full pages every week, with a strong inclination to add another page before the year is over. It is a story of a technical advertiser who has ceased to regard advertising as an "expense," but rather as a necessity; the story of a doubter, converted into an enthusiastic booster; the story of an advertiser who didn't know it all and was willing to concede that the publisher's knowledge of the

market and the paper's readers was of value to him in planning his advertising copy.

The head of a certain trade-paper service department recently told the writer that the reason why some trade-paper campaigns fizzle out can be traced back to the man who holds the power of saying "Yes" or "No" to the copy. The manufacturer who looks with suspicion upon suggestions for using bigger space, or the need of getting the editorial view-point into trade-paper copy is familiar

Is This Your Opportunity?

A leading advertising agency wants another A-1 service man in one of its branch offices.

He must have the ability, experience, and personality to follow up openings made by a solicitor; to analyze the selling problems presented; to build (in conference) a sound advertising and merchandising plan for their solution; to assist the solicitor in selling this plan to the advertiser; to produce real selling copy and otherwise handle the account to develop its fullest possibilities.

To such a man we offer a salary commensurate with demonstrated ability and an opportunity of an unusualness he will readily see. If you are the man write fully telling why you think so.

"WEBB," Box 172, Care of Printers' Ink

1847 ROGERS BROS.

"Silver Plate that Wears"

Spoons, Forks, Knives, etc., of the highest grade carry the above trade mark.

Guaranteed by
the largest makers
of silverware.

Send for Catalogue "P"

INTERNATIONAL SILVER CO., MERIDEN, CONN.
Successor to Meriden Britannia Co.
NEW YORK CHICAGO SAN FRANCISCO

VINTAGE
PATTERN



to all solicitors. "You may be a good solicitor, but you can't tell me how to run my business," is the attitude that has spoiled many a promising trade-paper campaign.

EDITORIAL TEST FOR COPY

Perhaps in no other form of advertising is close co-operation between the space buyer and the space seller so essential as in trade or technical-paper advertising. If the advertiser would only stop to realize that successful technical-paper copy must meet the same requirements as a successful technical-paper article; if he would consider the reasons why the readers of such and such a paper pay one, two or five dollars a year for that paper and prepare copy to satisfy those motives, how much more effective such advertising might be made!

Most of the progressive technical and trade-papers have fixed policies for editorial contributions. Many of them even have their policies in concrete form so

that they can be mailed to correspondents and furnished to the staff. In any event, editorial policies can usually be obtained by writing the editor, and should be of considerable value in getting the editorial view-point.

Let us take, for instance, a familiar publication in the advertising field—isn't it logical to suppose the policies which govern the writing of an article for this paper apply just as much to the writing of an ad? Each has something to "sell," each must fight for attention; each must convince; each must appeal to the similar motives if it is to be thoughtfully read.

FACTORS DETERMINING VIEW-POINT

Consider the editorial policies of the paper just referred to as a test for advertising.

1. Controversial articles, such as those making odious comparisons or slapping and knocking any interests, are undesirable.

2. Opinions not backed by concrete evidence—except when under the signature of conceded authorities—are undesirable.

3. Long introductions are tabooed. Writers are urged to jump into their story from the start. Let the story come first.

4. Essays and generalizations are undesirable.

Nothing here that doesn't fit an ad just as well as an article, yet how many are there who ever stop to look at trade and technical-paper advertising from that light. And the same holds true in what this paper lists as desirable:

1. Campaign stories giving a new and interesting slant on broad subjects. Such stories must be free from superlatives, and devoid of "puffery." They must

Our Best Business Getters

are the contracts executed by us during the past decade. The methods that we employ to-day are naturally improvements upon those that we employed originally. (In fact, we have been told that they're far in advance of those of any organization in our line.) But our old principle is still in force: *always to do a little better than the contract calls for.* We can't improve upon that. Embodied in a book of 168 pages are descriptions of the results secured by us in obeying the spirit rather than the letter of contracts. A request to any of our offices brings a copy.

Raymond Concrete Pile Company

GENERAL OFFICES
NEW YORK and CHICAGO

BRANCH OFFICES:

BALTIMORE First and Calvert Sts.	PITTSBURGH State Bank Building	ST. LOUIS 225 Chestnut Street
SAN FRANCISCO 225 Market Street	LOS ANGELES 225 Pacific Electric Building	PORTLAND, ORE. Worcester Building

THIS STYLE OF EARLY COPY SHOWS A SPIRIT OF LUKE-
WARMNESS TOWARD ADVERTISING

play up well the "How to" idea.

2. News items which show change of methods or suggest changing market or merchandizing conditions.

3. Helpful articles which describe some particular plan or policy that has been worked out successfully.

4. Informative articles that review the practices and methods of different branches of the industry, keeping in mind that the reader reads to learn.

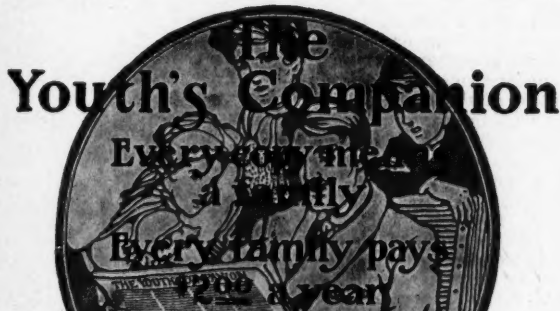
Then this editor has a specific test for the article, just as the copy writer should have a specific test for the ad. The contributor is told to ask himself if that is the kind of an article concerns like the Eastman Kodak Company and the National Cash Register Company pay \$2 a year to read. The writer is informed to bear in mind that busy men don't subscribe to this publication for entertainment, but for *ideas and information*—not a bad thought in copy writing—is it?

As an illustration of how get-

ting the editorial view-point into copy works out in practice, contrast for a moment the ad which the Raymond Concrete Pile Company used in the *Engineering Record* back in 1910, and one taken from a recent series of ads in the same paper showing the reader the various steps in the making of a Raymond Concrete Pile.

PITFALLS OF TECHNICAL COPY

In the first place the old ad lacks the essential of helpfulness. The "How to" element which every editor knows is vital in publications going to readers, who buy the paper to keep pace with the developments of the industry, is missing. There is too much "we." Imagine an article which referred back to the writer in every line! It is not based on anything concrete—usually the acid test for editorial matter. Why not carry this test to the advertising section as well? Readers of articles who often know a great deal more about the subject



The Youth's Companion
Boston, Mass.

New York Office
410 Flatiron Building

Chicago Office
122 So. Michigan Blvd.

being discussed than the writer have little patience with opinions, but actual incidents of things accomplished find a ready audience.

In the ads that are now appearing in the same publication, a visible effort has been made to apply the editorial test, consciously or unconsciously, to the copy. In the first place the ad-writer, like the editor in the next office, knows the value of an interesting illustration that tells a story, for getting attention and starting the reader's mind working. Sufficient space has been used to make this illustration effective. The technical reader is shown by a *specific example* just what the Raymond concrete pile is, how it is made and his trained mind is quick to grasp what such a pile means to him. The idea of helpfulness has been given prime consideration—the reader is being told by a series of well displayed and connected ads "How to Make a Raymond Concrete Pile."

SUITING APPEAL TO PAPER

The Raymond people do not follow the usual practice of getting up one ad for all their technical and trade-papers, and they use numerous publications.

Each ad is prepared by a man who understands the editorial view-point of the paper in which the ad will appear. Because the copy to be used in the *Engineering Record* has been carefully prepared to appeal to the reader of that paper it does not follow that it is going to prove equally effective in appealing to the architect, or the contractor. Architects and contractors buy from different motives, as a reading of papers circulating largely among them will show. The contractor is most interested in buying cheaply, he cares less about how to do a thing, he is apt to figure he knows that anyway. The architect is interested largely in innovations, methods and materials that will add to his reputation, and his interest is easiest won and held by that appeal. So the policy of the Raymond Concrete Pile Company is to use particular copy for each group—and if results count for

anything we have to admit the wisdom of the plan for it has produced not only a most gratifying number of orders—and one order pays for many months' advertising in this line—but has helped put the company in the enviable position of securing more than half of all the concrete pile business going out!

Colorado Sells Booklets Through Newspaper Ads

Register Hoggatt of the State Land Board has just issued 10,000 copies of a booklet on the State lands of Colorado. It is printed in colors and is one of the most complete booklets ever issued on Colorado State lands and what can be done with them. Every county in the State is given a page, and it shows the location of each acre of unsold State lands.

Mr. Hoggatt had a peculiar experience in getting it out. He wrote 1,000 letters appealing for help to defray the expenses of the publication. He got one dollar in return. He then advertised pamphlets for sale at 25 cents per copy before he started to make the book. The advertisement was placed in all the Colorado and sixty of the Eastern dailies. He took the advertising through an agency, and by the time the bill was due the first of the next month he had \$1,800 on hand. He paid his advertising bill, had the booklets printed and has sold over \$8,000 worth. The Chamber of Commerce of Denver took 2,500 and the Union Pacific 5,000.—*Pueblo (Col.) Chieftain, March 30.*

Armour's Plan to Introduce Higher Priced Soap

To introduce their better grades of soap to housewives in certain cities Armour & Co. have arranged with department stores to give away free boxes (three bars in each box) of Violetta Toilet Soap with every purchase of 25 cents or more of Armour's Luxor Preparations or any of Armour's Toilet Soaps. One department store which gave away 5,000 boxes used a half-page newspaper ad to announce this sale.

The Southern Manufacturing Company, of Richmond, Va., has started a newspaper campaign for Good Luck Baking Powder. The copy is built along appetite-creating lines, with such headlines as "Delicious Waffles," etc.

James A. Buchanan and Charles M. Beer, Chicago, have been appointed United States representatives of the Canadian Thresherman and Farmer, of Winnipeg.

When Opportunity Knocks, Answer—Don't Wait for Her to Kick in a Panel

I was sitting at the Club a few evenings ago talking to a friend—
We were going over a proposition together—

Endeavoring to agree upon a plan to interest a real man—a hustler—a live one.

Frankly—there would be nothing to it if we could give the details in full in a letter or an ad—

But it is of such a nature that this method is deemed unwise—

It is necessary to withhold the details, otherwise the interests of a going business might be jeopardized.

But I know that if the proposition was made broadcast—our Chief of Police and his entire force could not keep the crowd from the door—Opportunity would have no more chance than the proverbial snowball—some fellow would get a strangle hold before she could start up the stairs.

But as I sat talking to my friend, I could not help but think what a chance it was for some fellow—anxious to get ahead—could not help but feel what it would mean to be able to start where many men leave off—with an established business—worked up ready to pluck the profits. The hard work—the brain-storms—the conquering of competition—all passed.

For this is what I heard—

"Van—you know what we've got—you know what was made last year and years before—you know what the future is for the company—you know how the business has developed—

"Van—damn it, you know it as well as I do—

"So get me in touch with the right man and it will be a chance of a lifetime for him."

That's what I heard at the Club.

It's a \$50,000.00 proposition—a printing establishment, equipped for high-grade work only—complete from soup to nuts—with a business running over \$100,000.00 annually—and which can easily be doubled or quadrupled.

There is a selling organization second to none associated with it—fellows with the know-how—men fairly bristling with ideas—feeding work to the presses as a Kansas farmer feeds Alfalfa to the cows.

What the proposition amounts to is just this—

That \$50,000.00 concern, located here in Chicago—the most delightful place on Earth to live—

Is looking for an Executive head.

A real man—a big man—a red blooded man—full of ginger and gimp—to take hold of and run the business.

Selling experience not necessary—though it would help—But a man who can tell good printing when he sees it—who has some knowledge of colors—a man full of life and ambition—who can manage men and produce results from a chair in the private office.

To such a man this is truly a chance of a lifetime—but he must measure up—he must bear investigation—he must be able to invest at least \$5,000.00 to become associated with a plant known for the quality of work turned out—a plant bearing the endorsement of Bankers—Paper Houses—Type Founders—Electrotypers and all business men who know of it.

To the man who fills the bill, complete charge will be given—a salary of \$3,000.00 to start—and one-half interest in the business—with a stock bonus arrangement—most unusual.

There is only one reason on Earth that makes this offer possible—and that is because the principals are engaged in another line and a division of responsibility is essential for the success of both—but the purchase of entire plant could not be made for many times its full capital—it will pay at least 20% net on \$50,000.00 and with careful management—and the undivided attention of a good man—will pay more.

The possibilities of the proposition are limited only to the amount of get-up and git that's put into it—it's not an easy snap for anyone—it's a going business—getting bigger every day. It's no place for a man with the tired feeling—it will take hustling—

But for the man who is anxious to get established—to secure a half interest in one of the liveliest propositions in the liveliest city on Earth for a nominal investment—frankly, Opportunity will never knock so hard again.

No time to waste on preliminaries—if you are interested, write me personally—I have full power to act—give me reference—age—business experience—But do it soon—things move fast in Chicago—

Sincerely yours,

H. M. Van Hoesen, Pres.
H. M. Van Hoesen Company, Chicago, Illinois.



The Little Schoolmaster's Classroom

THE persistence with which a slogan clings to the popular recollection is well illustrated by the famous anathema, "the public be damned." It seems to be indelibly associated with the name of Vanderbilt in the minds of a generation which was in its swaddling clothes when it was coined. It is the symbol of a state of affairs which is rapidly passing away, yet nobody seems to forget it. What a pity that its author was not an advertising man! Perhaps he could have made an immortal remark in favor of the service he had to sell.

* * *

The Schoolmaster has been interested of late in running down the origin of the "slogan" in question. It is most commonly attributed to Commodore Vanderbilt, who died in 1877. Newspaper men, who ought to remember, assert that the honor belongs to William H. Vanderbilt, who was president of the New York Central Railroad in the early 80's.

One story goes that the Chicago *Tribune* sent a cub reporter to William H. Vanderbilt's private car in the Chicago yards, to ask him what was going to be done to improve the service on the Michigan Central. The reporter told Mr. Vanderbilt that the public was very much interested in the subject, and reported to his City Editor that he "couldn't get anything out of Mr. Vanderbilt except 'the public be damned.'" The City Editor did the rest.

* * *

According to another story, vouched for by a man who for years was Financial Editor of the *New York Sun*, the slogan was given to the world at Cleveland, at a time when the New York Central was talking of withdrawing certain fast trains for lack of patronage. In this case, too, it is William H. Vanderbilt who is credited with the authorship. But William H. specifically denied that he ever said anything

of the sort. Apparently nothing short of an exhaustive search of the newspaper files of thirty years ago will solve the mystery, and then we might have to fall back upon the conclusion that "it sounds like him, anyway."

* * *

C. Jespersen, manager of the *Politiken* a daily newspaper published at Copenhagen, Denmark, expresses to the Schoolmaster his interest in advertising advertising, particularly in newspapers. "As an old subscriber to *PRINTERS' INK*," he writes, "which is by us considered to be our most valuable trade-paper, we hope to be allowed your friendly help." Mr. Jespersen wants to be supplied with all the "advertising talks" which have been published in this country, as well as other forms of copy promoting the use of newspaper space. The Schoolmaster took a good deal of pleasure in starting the machinery which will supply Mr. Jespersen with what he wants, and we may expect a series of "revival meetings" in Denmark one of these days.

* * *

It may look like a good bargain to get a high-priced man for a small salary, but frequently it isn't. More than one concern has a rule never to hire a man for its sales-force unless the position represents an actual promotion for him. Long and costly experience has taught them that the man who steps down to enter their employ usually works in a perfunctory sort of way, and the man who takes the position on account of temporary necessity is seldom worth the time spent in coaching him. On the other hand, the man to whom the place is a step upward is likely to work early and late in the effort to make good. There are exceptions to most rules, of course, and the immediate circumstances govern in many cases. But in those particular concerns a man's per-

sonal qualifications must be extremely high to offset the preliminary handicap of a step downward.

* * *

Sewell Ford, the writer, expresses a not altogether complimentary opinion of advertising men in a letter to the *New York Times*. The Schoolmaster is not so sure that Mr. Ford's indictment does not run as strongly against the "writing fraternity," as against the "mental attitude of 'ad' men in general." Here is his letter:

If it is fitting, may I mildly protest against the extravagant methods of a certain advertising agent who is seeking to tempt me by an insidious offer? He sends a neatly prepared, ready-made testimonial enthusiastically endorsing a brand of smoking tobacco. All I am asked to do is sign and send on with my photograph. He will do the rest—a page "ad," nothing less, in a periodical of wide circulation.

In return he says he will supply me with several tins of said tobacco—number not definitely stated—and a pipe. He does not even stop to ask if I am a smoker.

Far be it from me to suggest that authors seem to be held somewhat cheaply in advertising circles. Having some acquaintance with the mental attitude of "ad" men in general toward the writing fraternity, I am neither disturbed nor interested in such appraisal.

But why such reckless prodigality? Why needlessly add to the high cost of publicity?

Why throw in the pipe?

* * *

"No two pair of feet are twins": thus the catalogue of the Coward Shoe phrases it. Does it mean that no two people have feet exactly alike, or that one foot is never like its mate? The only certainty is that two pairs of feet are four feet, and that seems to add to the mystery. The Schoolmaster has given it up.

* * *

A magazine man got the Schoolmaster on the 'phone the other day, with the request that he roast "Velvet Joe." The magazine man said that "Joe" was a reincarnation of "Sunny Jim," and was advertising homely philoso-

There is no more
prolific territory
in the whole country
for the patron of
Outdoor Advertising
PACIFIC NORTHWEST

Foster & Kleiser

SEATTLE WASH.
PORTLAND ORE.

TACOMA WASH.
BELLINGHAM WASH.



AD-TIP

No. 30 Government Circulation
Statement Made April 1, 1914

Average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above. (This information is required from daily newspapers only) 12,509

Daily average gross circulation for the six months.....13,734

AUG. S. CRANE.
(Signature of publisher.)

Sworn to and subscribed before me this second day of April, 1914.

Member A. N. P. A. Bureau of Advertising and Gilt Edge List.

Elizabeth Daily Journal

Elizabeth, NEW JERSEY

Population 80,000

F. R. NORTHEUP, Special Representative
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.

**Sears.
Roebuck
and Co's
Greatest
Triumph**

**HARRIS
VISIBLE
Typewriter**

\$39⁸⁰

**SOLD ON
30 DAYS
TRIAL**

THE Harris Visible Typewriter is sold on 30 days' trial. It must give you satisfaction in every particular or the trial will cost you nothing.

The Harris is standard in size and shape, has every feature that makes for neat, rapid, efficient work.

Write today for Typewriter Catalog No. 86F97, with liberal cash and time payment offers.

Sears, Roebuck
and Co., Chicago



phy when he ought to be on the job boosting tobacco. On that ground there is plenty of room for argument. The danger in the "Sunny Jim" style of advertising lies in the detachment of the character from the product it is supposed to advertise. The Schoolmaster is inclined to think that "Velvet Joe" will prove a better character than "Sunny Jim" because his name incorporates the trade-mark name of the product, and his homely philosophy is signed in the same distinctive script that appears on the packages of Velvet Tobacco. He is not likely to prove quite so successful as 'Old Dutch' or the "Dutch Boy Painter," because his face is not so closely identified with the product itself. And in the end his success will be judged by the results anyway.

* * *

An advertising man was working hard to get the president of a company to side-track one of those diabolical trade-marks designed in the days when the illustrator who could produce the most involved and difficult-to-read-and-remember mark evidently had nearly all of the trade-mark business. The manufacturer could not quite see the weakness of the design. He had been familiar with it for years, and it "looked good" to him. When he saw it in a far-off city it seemed like a face from home. The trouble was that he was looking at it from his point of view as president of the concern, and not from the point of view of the average buyer of the product.

"It's the name—not the background of the trade-mark that people remember, argued the advertising man, "and I'll prove it to you."

"Go ahead."

When 85 per cent of a publication's subscribers will renew each year, there must be something of value in the editorial columns—this is why the advertiser gets excellent results from his space in



WISCONSIN
AGRICULTURIST



"You know what the names 'Knox,' 'Dunlap,' 'Hanan,' 'Keen Kutter,' and so on stand for, don't you? They mean good quality, don't they? All right; now though you know those names, I'll venture the statement that you can't recall the slightest detail of the design of any of those trademarks with the single exception, perhaps, of the 'Keen Kutter.' That is a distinctive design, by the way. You remember the names but not the design."

The manufacturer gave in.

* * *

Here is news value for you. "Only fifteen more days before the trout season opens." It was a headline for a fishing-tackle advertisement, and it was a winner.

* * *

This newspaper publisher sends all checking copies in a special wrapper on which appears in red letters, "Your ad appears in this issue, which is sent to you for checking purposes."

May his tribe increase and may there be a corresponding decrease in the tribe of that disturber of equanimity who sends you a "Marked Copy" that you can find nothing of interest in or can find nothing but a statement to the effect that the *Blizzard* carried three per cent more display advertising last month than the *Breeze*.

The Cameron Tobacco Company, Richmond, Va., is following the lead of the mail-order cigar people by offering a pound can of "Eutopia Mixture" on trial. Instead of "ten cigars" the test is based on "ten pipefuls."

I GET Bank Advertising for Newspapers

That's one angle of my business—financial advertising—and I know HOW. Results to prove it. Write me.

NATHANIEL FERGUSON

Financial Advertising Specialist
READING, PA.

WE HAVE SURPLUS CAPITAL

We are conducting a new and successful agency business in New York City. We have capital and facilities sufficient to place more business.

WE WANT A MAN

experienced in advertising who definitely controls one or two first-class accounts and can bring them to us.

We will make a liberal arrangement with the right man, and will give him the hearty co-operation of an efficient staff. Apply "F. A.," Box 171, care of PRINTERS' INK.

Lincoln Freie Presse

German Weekly

LINCOLN, NEBRASKA

Has the largest circulation of any newspaper printed in the German language on this continent—no exceptions.

CIRCULATION 125,667

RATE 35 CENTS

Net Paid Circulation of

News League Publications

for six months ending March 31, 1914:
Dayton Daily News.....\$3,081
Springfield Daily News.....11,531
Country Life in the Miami Valley13,381

ADVERTISING RATES

Dayton News, 4½ cents per line.
Springfield News, 2 cents per line.
Combination rate, 6 cents per line.
Country Life, 2 cents per line.

NEWS LEAGUE OF OHIO

Home Office, Dayton, Ohio.
New York, LaCoste & Maxwell, Monolith Bldg.
Chicago, John Glass, Peoples Gas Bldg.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N.C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

8c a line; \$8 one-half page; \$16 a page
BOYS' COMPANION

Reaches boys 10 to 18 years of age in the small towns in every state. A splendid medium for mail order immediate returns, or for sowing the seeds of publicity among boys. **BOYS' COMPANION**, 664 E. 37th St., Chicago.

BILLPOSTING

8c a Sheet Posts R.I.
(LISTED, PROTECTED AND GUARANTEED SHOWING ADDRESS) CAPHAM BUILDING, PHILADELPHIA, P.A.
Standish-Barnes Co.

BUSINESS OPPORTUNITIES

AN OPENING FOR AN ADVERTISING MAN

Having recently established an agency on Fifth Avenue with several good accounts, and 10 years' experience, I would like to meet an advertising man controlling a few accounts, with a view to forming a partnership. Box AL-856, care of Printers' Ink.

NEW YORK BUSINESS OPPORTUNITY
—Established New York printer would consider taking a first-class man into the firm to take care of growing business. We have just recently incorporated and are branching out, and if you are anxious to get into a growing business, and grow with it, you will find this an unusual proposition. From \$2,000 to \$5,000 would be required. AL, Box 855, Printers' Ink.

COPY WRITERS

YOU NEED our service when you want copy that brings results. We're headquarters for preparing letters, booklets, etc., that loosen up your prospect's purse strings. Rates on request. **AD. WIDDER CO.**, 151 E. 7th St., Brooklyn, N.Y.

FOR SALE

RATE CARD CABINET—Oak, complete, up-to-date. All newspaper and magazine rate cards (about 2,000) in special envelopes. Immediate sale necessary. \$50 or make best offer. **SHERWOOD**, 905 World Building, New York.

HELP WANTED

Publishers' Representative Wanted
A youthful, but successful copy-writing service organization desires representation in Chicago, New York, Detroit, Buffalo and a few other cities. Commission only. New selling plan. Splendid side line proposition. Address, Box AL-853, care of Printers' Ink.

WANTED by an advertising agency, an experienced advertising solicitor for New York City and vicinity. One capable of influencing one or more accounts. Must have knowledge of copy writing. An opportunity for the right man. State age, experience, references and salary desired. Address. **CONFIDENTIAL**, Box AK-836, care of Printers' Ink.

ADVERTISING MAN—

A thoroughly experienced man in Department Store Work, competent to take charge of our Advertising Department. Apply, either by mail stating former experience in detail, or in person at Private Office, 3rd floor, Bloomingdale Bros., 59th to 60th Streets, Lexington to Third Avenue.

Advertising Salesman

who can really sell the services of an established service agency. This is a good position for a man who can produce. The man desired must know advertising, both publicity and direct, and merchandising plans, must have a record for success in this field and have filled other similar positions, be able to show proofs of his ability and make good from the start. In writing please state all the facts in first letter. Box AL-851, care of Printer's Ink.

MISCELLANEOUS

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.**, 12 W. 31st St., New York City.

POSITIONS WANTED

PRINTING MANAGER open for engagement as buyer, superior printing, mechanical or detail man; shop, office agency; 22 years' experience; 12 years with large industrial company. Address, Box AL-866, care of Printers' Ink.

ADVERTISING SOLICITOR, 10 years' experience on leading publications; wide, favorable acquaintance over Eastern territory, including New England, is open for high-class engagement. Strongest endorsements. Address, Box AA-541, Printers' Ink.

CATALOG MAN—Two years assistant to catalog man in two large N. Y. stores. Capable of taking entire charge of preparation of Mail Order Catalog, or would accept position as assistant. Valuable knowledge of commercial art, engraving, printing, and the Mail Order business. Convincing copy writer. College graduate. At present employed. Will go anywhere in U. S. Address, Box AL-857, care of Printers' Ink.

DETAIL MAN OR ASSISTANT ADVERTISING MANAGER—Man with exceptional ability as "missionary" and inspector with excellent knowledge of merchandising methods, connective and co-operative advertising in its various phases, solicits opportunity to demonstrate his ability. Employment at headquarters or on road acceptable. Experimental work no objection. Some copy experience. Aged thirty, excellent education and references. Address, Box AF-678, care of Printers' Ink.

EXECUTIVE'S ASSISTANT

Live Canadian, college man, age 24; assistant to sales executive large printing and publishing house, Chicago, wants similar position in Advertising Dept. established manufacturing, printing and publishing firm. Agency and newspaper advertising experience; forceful sales correspondent; keen, practical intellect, well developed executive ability; reliable, energetic, progressive, determined. If you have vacant a position demanding and offering unstinted use and development of these qualities, he can't connect with you too soon. Write, Box AL-860, Printers' Ink.

DEPARTMENT STORE
ADVERTISING MAN

who can see a proposition from the dealer's viewpoint, seeks opening with a manufacturer of article distributed through department stores, where his knowledge of that field will be of service. At present employed by woman's specialty house in one of the largest cities in South. Address, Box AL-860, care of Printers' Ink.

ARE YOU ENTERING THE
BRITISH MARKET?

A very successful Sales Director for largest American House in the Trade desires change. Four years present situation. Highest references—one recently received from President reads: "Your Work Simply Wonderful." Address "ENTHUSIASM," Box AJ-821, Printers' Ink.

Agricultural Advertising Man

He has 10 years' successful experience planning sales campaigns and writing advertising for agricultural, mail order, technical and general propositions. One of the best posted men in this field. Practical farm training and agricultural college education the foundation of his business and advertising experience. A good executive—not a four flusher.

If you need a man capable of assuming heavy responsibilities, communicate with Box AL-866, care of Printers' Ink.

HAVE HAD 15 YEARS' EXPERIENCE in Chicago territory, favorably known at all advertising sources; have an established office and represent a weekly trade paper which only requires half of my time. Can give one other publisher good service for a moderate sum, or would assist a New York special to establish himself in Chicago. Can handle any kind of a list—Daily, Magazine, Farm or Trade papers. If you are thinking or making a change, will be pleased to give a personal interview at your office during the week of Publishers' Convention. Box AK-838, care of Printers' Ink.

Here's a Representative for a
Good Farm or Trade Paper

Do you need a representative in Eastern territory—one who is a practical copy writer and sales plan man as well as a solicitor? I've had 10 years' experience with Chicago and New York advertising agencies; a trade journal, a farm paper and manufacturers of hardware, farm machinery and household goods. For particulars address, Box AL-864, care of Printers' Ink.

PUBLISHERS, HERE'S YOUR MAN

I will take one more contract this year to build up a run-down newspaper. I guarantee to increase your circulation 25 to 33% per cent in six months without schemes or contests. Requirements: absolute supervision of editorial and business departments. Eighteen years of continued success. Have built up more run-down newspapers than any other man of my age in America. State your proposition and I will state my price, but be quick about it. Address, "MONEY MAKER," Box AL-862, care of Printers' Ink, 12 W. 31st Street, New York.

ADVERTISING SOLICITOR—28 years of age, married, 7 years' experience, successful record; aggressive, enthusiastic worker, able to meet big men, seeks position with well-rated publication. Employed at present. Highest recommendations. Box AL-882, Printers' Ink.

A THOROUGHLY TRAINED ADVERTISING MAN.

A man who is just entering his best years of service, with a foundation of ten successful years of splendid experience. He has a thorough training in salesmanship and merchandising. He knows the mail order business well. He has been a successful advertising manager for three big concerns. He knows agency and publication work. He is a copy writer of unusual ability and a splendid correspondent. He really *knows* advertising and selling in every phase. This man is at present handling the advertising for several large Western firms. He now seeks his one BIG opportunity, as advertising manager or with some progressive agency or line publication he will make good. He expects and will earn a good salary. But the opportunity for big things must go with it. He has just turned the 30-year mark, college education, married, and with every qualification for success. A Western location desired but will go wherever the best opportunity. If you have the mutual opportunity desired, let's get together. Address, Box AL-889, Printers' Ink.

RESPONSIBILITY WANTED

A young man (28) intends to concentrate in a comparatively limited field with an organization that offers, initially, an advertising responsibility. He can bring to such an opportunity at least average intelligence, 10 years' varied educative advertising and business experience, rather keen analysis in planning work.

Not a personal salesman, as the word is generally used, but meets people well, and has cultivated ability to work with and through others without loss of self-respect.

Although informally educated, he knows something of economics and finance, possibly more than the average advertising man. He is more interested in advertising *application* than in advertising *construction*—which doesn't mean he is a "merchandising expert."

Only an unusual executive could use him. Address, Box AF-658, care of Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES

AUTOMOBILE MONTHLY doing about \$80,000 gross business can be bought for \$50,000 with reasonable terms to responsible parties. Owner desires to retire from publishing business. Box AF-680, Printers' Ink.

Trials of the Circulation Manager

No. 2

Eight Puzzled People in the Circulation Department

- (a) We have an order we'd like to enter—but that *signature!* After a consultation, the "powers that be" decide the would-be subscriber's name is J-O-H-N C-A-R-L-T-O-N.*
- (b) In due course the first few copies are mailed and PRINTERS' INK gets a notice from the Post Office that no Mr. Carlton lives in Toledo. We await developments.
- (c) Developments begin—Mr. J-O-H-N C-A-M-E-R-O-N of Toledo wants to know what PRINTERS' INK has done with his \$2.00.
- (d) (Write your own conclusion.)

*A very mild case.

J. M. R.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,092. First 2 months, 1914, 30,345. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average gross circulation Jan. 1914, 7,615.

CALIFORNIA

San Francisco, *Examiner*.

Sworn average daily circulation for 1913, 128,296.

The only morning newspaper in its territory with no return privileges.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,226 daily, 2c.; Sunday, 15,650, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913, Daily, 8,666; Sunday, 8,532.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 8,591.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,498; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average March, 1914, 13,928. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1913, daily, 8,818; Sunday, 10,518. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average Dec. '13, 60,000; Sunday, 43,000. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Washington, *Bee Journal*. Only daily in county. 2,005 subscribers. All good people.

Waterloo, *Evening Courier*, 16th year; Av. dy. 1913, 9,231. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,669.

Louisville, *The Times*, evening daily, average for 1913 net paid 51,328.

LOUISIANA

New Orleans, *Item*, net daily average for 1913, 55,444.

MAINE

Augusta, *Kennebec Journal*, daily average 1913, 10,657. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,810

Portland, *Evening Express*. Net average for 1913, daily 19,057. Sunday *Telegram*, 13,092.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 54,838; daily, 76,733. For March, 1914, 80,047 daily; 45,304 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston Globe

Average Circulation 1913:
177,747 Daily 313,397 Sunday

Advertising totals: 1913, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 18,987; 1912, 18,338; 1913, 16,873. Two cents. Lynn's family paper. Covers field thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,906. The "Home" paper. Largest ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation-1913, 81,231

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for first 3 months, 1914, 169,906.



Minneapolis, Tribune. W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,763; Sunday *Tribune*, 169,163.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1913, 125,602.

NEW JERSEY

Camden, Daily Courier. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 19,738.

Camden, Post-Telegram. 11,292 daily average 1913. Camden's oldest daily.

Trenton, Times. Only evening and Sunday. '11, 20,118; '12—21,939; '13, 24,510.

NEW YORK

Buffalo, Courier, morn. Ave., 1913, Sunday, 163,349; daily, 61,759; *Squarer*, evening, 47,006.

Buffalo, Evening News. Daily average, for 1913, 93,579.

Gloversville and Johnstown, N. Y. The Morning Herald. Daily average for 1912, 6,739.

Schenectady, Gazette, daily. A. N. Liecby. Actual Average for 1913, 23,006. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Charlotte—Best town two Carolinas. *News*, best Evening and Sunday paper. Investigate.

Winston-Salem, Daily Sentinel (c) av. Dec., '13 4,999. *Semi-Weekly Sentinel*, av. Dec., '13, 7,371.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1913: Daily, 112,497; Sun., 144,084. For March, 1914, 113,707 daily; Sunday, 160,992.

PENNSYLVANIA



Erie, Times, daily. Av. cir. 1st 6 mos. 1913, 22,030; 22,416 av., March, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia, The Press (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,969; the Sunday *Press*, 170,667.

Washington, Reporter and Observer, circulation average 1913, 13,576.



West Chester, Local News, daily, W. H. Hodgson, Ave. for 1913, 18,186. In its 42nd year, independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, eve. net, sworn, average for 1913, 19,187.

York, Dispatch and Daily. Average for 1913, 19,137. Covers its territory.

RHODE ISLAND

Newport, Daily News, (evening) 60th year. Covers field. Circulation for 1912, 4,990.

Pawtucket, Evening Times. Average circulation for 1913, 21,628—sworn.



Providence, Daily Journal. Sworn ave. net paid for 1913, 19,036 (©). Sunday, 30,494 (©). *The Evening Bulletin*, 47,602 sworn ave. net paid for 1913.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and N. I. Cir., 1913, 8,890.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily average 1912, 8,599.



Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,828. Jan., 1914, average, daily and Sunday, 25,014.

VIRGINIA

Danville, The Era (eve.) Average, March, 1914, 6,293.

WASHINGTON

Tacoma, Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, News. Average for year 1913, 20,993.

WISCONSIN

Janessville, Gazette. Daily average, March, 1914, daily 9,999; semi-weekly, 1,997.

Racine (Wis.) Journal-News. Daily average circ. Jan. 1st to Dec. 31st 1913, 4,432.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1913, 4,712.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, for 1913, 13,382. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

NEW Haven Register. Leading want ad medium of State. Rate 1c. a word. Av. '13, 19,336.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MINNESOTA

THE Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

NEW YORK

THE Buffalo Evening News is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign **OO**.—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1912-13, 17,366.

MASSACHUSETTS

Boston, **American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (OO).

Boston **Evening Transcript (OO)**, established 1836. The only gold mark daily in Boston.

Worcester **L'Opinion Publique (OO)**. Only French daily among 75,000 French population.

MINNESOTA

The **Minneapolis Journal (OO)**. Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn **Eagle (OO)** is THE advertising medium of Brooklyn.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (OO). Specimen copy mailed on request. 233 Broadway, N.Y.

New York Herald (OO). Whoever mentions America's leading newspaper mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The **Press (OO)** is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1913, sworn net average, Daily, 70,969. Sunday, 170,667.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The **Memphis Commercial Appeal (OO)** is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WISCONSIN

The **Milwaukee Evening Wisconsin (OO)**, the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

Table of Contents

PRINTERS' INK, April 16, 1914

How Advertising Saved the Game of Billiards.....	3
An Authorized Interview by George L. Louis, with P. L. Deutsch, of the Brunswick-Balke-Collender Co.	
Speakers Take Strong Stand at Indianapolis Convention.....	13
Dobbs, Waldo, Stevenson and Parlin on Critical Advertising Needs.	
The Making of Slogans.....	17
Nathaniel C. Fowler, Jr. Author, slogan, "The Prudential Has the Strength of Gibraltar."	
Behind the Scenes in a Sampling-Booth.....	30
A Successful Keying System for Ads.....	34
W. G. Clifford The New Method of a Big Mail-Order House.	
The Diary of a Sales Manager.....	37
Roy B. Simpson	
Ingersoll Gives His Experiences with Price-Cutters.....	37
Special Washington Correspondence	
Building the Catalogue to Meet Market Conditions.....	49
First of an Important Series.	
License to Advertisers to Use Truth Emblem.....	57
Office Space Sold as a Commodity.....	60
Ads Revised to Simplify Displays.....	63
Gilbert P. Farrar	
How Swiss Government Backs Up Dealers.....	69
Color Display in Dealer's Window and How to Make It Pay—I.....	78
Charles W. Hurd Methods and Policies of Big Advertisers.	
Landing the Distant Market with Trade-Marked Line.....	90
Should Long Words Be Taxed?.....	97
H. G. Clarke Adv. Mgr., Robinson & Crawford.	
Wider Distribution of Stock in Industrial Corporations.....	100
Economy Tendencies in Distribution.....	108
Views of Gridley Adams, of Stewart-Warner Speedometer Corporation.	
Trade Press Hears Advertisers.....	114
Editorials	118
Inadequate Laws Against Misrepresentation—The New Haven's Press Agent—Responsibility for False Statements—The "Me, Too," Solicitation—The Right Size of a Sample.	
Applying the Editorial Test to Copy.....	127
With Special Reference to Technical Advertising.	
The Little Schoolmaster's Classroom.....	133

Sprague Electric System

OF

Newspaper Press Control

What Does the Pressman Want?

Safety for the operator.—Protection for the press.—A steady slow motion.—Smooth and rapid acceleration.—A fine inching movement.—A gradual start.—A quick stop.—No jerks.—No broken webs.—No broken gears.—Ease of operation.—No troubles.

What Does the Publisher Want?

The best possible equipment.—Reasonable first cost.—Minimum power consumption.—Rapid production.—Lowest maintenance.—Least attendance.—No shut-downs.

They All Want Service

They get it by using the

Sprague Electric System

A System for every need.

Full Automatic Control for large offices.

Semi Automatic Control for small offices.

Direct Current Equipments.

Alternating Current Equipments.

Single, Two and Four-Motor Equipments.

Ten Horsepower to Two Hundred Horsepower.

The most modern in design. The most rugged in construction.

The Sprague Works makes the complete system.

Send for New Bulletin No. 24230

If you are attending the convention, 'phone 2000 Greeley for information.



SPRAGUE

ELECTRIC WORKS

Of General Electric Company

Main Offices: 527-531 West 34th Street, New York, N. Y.

Branch Offices in Principal Cities

Current Government Statement

The net paid circulation of **THE CHICAGO TRIBUNE** as reported under oath to the United States Government under the Newspaper Publicity Law since its enactment appears below:

Date of Statement	Daily	Sunday
October 1, 1912,	220,500	304,325
April 1, 1913,	245,449	363,119
October 1, 1913,	253,212	366,918
April 1, 1914,	261,278	406,556

The above figures are exclusive of all papers which have been wasted, spoiled, returned, duplicated, delivered as complimentary, in exchange, as samples, which were missed or lost, or were late in arriving at their destination, or that remain unsold. They are also exclusive of papers paid for, but on which money so paid has been refunded.

THE CHICAGO TRIBUNE in the face of a strict censorship prints more advertising than any other newspaper in the first four cities of the United States.

In daily city circulation and in volume of advertising printed **THE TRIBUNE** nearly equals all other Chicago morning papers *combined*.

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco